MAY 17, 1954

35c PER COPY

TECH[illegible] DEPT.

BROADCASTING TELECASTING

IN THIS ISSUE:

...er, Johnson Offer
...ills to Aid UHF
Page 31

...ord Affiliations
...ARTB Convention
Page 66

...ual to Offer Spot
...ms to Affiliates
Page 112

...TURE SECTION
...ins on Page 79

...TB Exhibition Plans
Page 61

...s of Technical
Papers
Page 104

23RD year

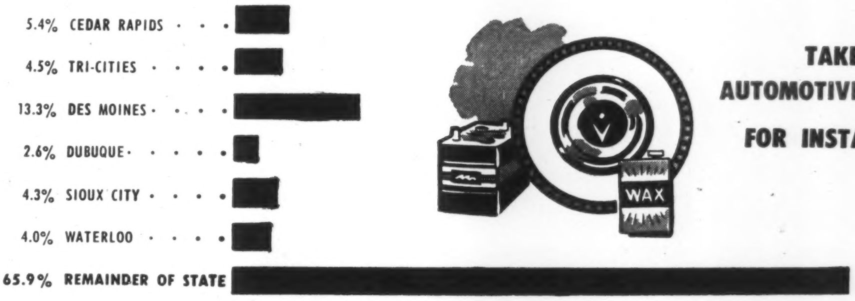
...NEWSWEEKLY
...ADIO AND TV

PUBLIC LIBRARY
MAY 19 1954
DETROIT

Buy **WHO**

and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

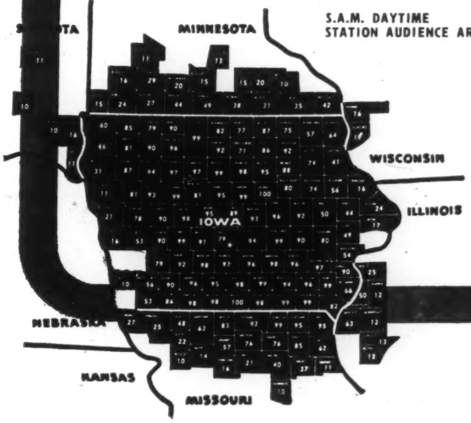


TAKE
AUTOMOTIVE SALES,
FOR INSTANCE!

THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

67.2%	Food Stores
63.2%	Eating and Drinking Places
47.9%	General Merchandise Stores
57.5%	Apparel Stores
61.4%	Home Furnishings Stores
65.9%	Automotive Dealers
74.9%	Filling Stations
80.8%	Building Material Groups
62.0%	Drugstores

Source: 1953-'54 Consumer Markets



S.A.M. DAYTIME
STATION AUDIENCE AREA

FREE & PETERS, INC.
National Representatives

BUY ALL of IOWA—
Plus "Iowa Plus"—with

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

12 announ[illegible] WLS

... and look what happened-

8,051 Posters . . . each individually designed and built . . . came to us in response to 12 announcements. The announcements were made on the WLS School Time Program . . . time 1:15 to 1.30 P.M. . . . during three weeks from March 26 to April 16.

Each Poster represents many hours of time and study . . . and the combined efforts of entire school grades or classes . . . reflecting interested afternoon listening and action on the part of close to 100,000 students.

But, that kind of responsive action is not unusual with WLS listeners. As a matter of fact, it is quite typical and indicative of the results *you* can expect from WLS advertising.

We'll welcome the opportunity to show you more facts and figures. A test campaign will *prove* what WLS can do for you. Call us . . . or see your Blair man . . . today!

HER WEALTH
THE GREATEST WEA
FOR THE HEALTH CHORUS

Josephine Wetzler, WLS Educational Director, surrounded by some of the 8,051 Posters entered in the WLS "Good Health" Poster-Slogan Contest.

You get TOP RETURNS from your Advertising Dollar on responsive WLS

★ Radio reaches *everyone, everywhere.* WLS does so consistently, throughout midwest America.

For example:

★ Ten WLS announcements bring one advertiser 2,451 requests for a booklet offered.

★ One WLS announcement brings 1,286 requests for a "do-it-yourself" instruction sheet.

★ One WLS mention of a six-year-old Hebron (Ill.) girl with polio brought her 5,060 cards and letters.

Now Full Time . . . with more than 30 years conscientious service to Midwest Radio Homes

WLS
THE PRAIRIE FARMER STATION
CHICAGO 7

890 K.C. . . . 50,000 WATTS . . . ABC AFFILIATE . . . REPRESENTED BY BLAIR

WHK

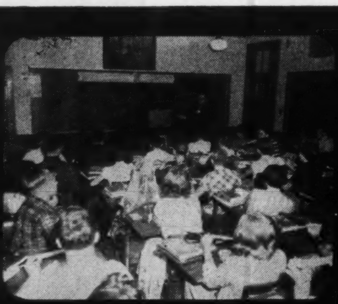
IS

CLEVELAND

Represented by Headley-Reed Company

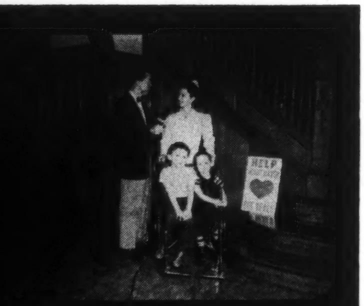
You can't cover it--without it!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

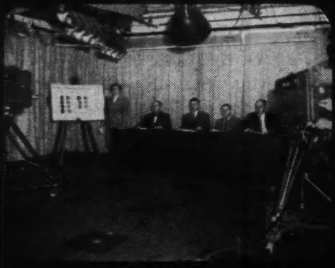


EDUCATION

8
Mr. Channel 8



COMMUNITY SERVICE



FORUM

SPECIAL EVENTS

RELIGION

FARM SERVICE

SAFETY

WGAL-TV

NBC • CBS • ABC • DuMont

LANCASTER, PA.

Steinman Station
Clair McCollough, *President*

LIBRARY

pledged to service—active, responsive participation in all worthwhile public service projects is an outstanding principle of the WGAL-TV operation. The eight *Channel 8* programs shown on this page are only a small part of the continuing series of programs and projects designed to enlighten, strengthen and support the best interests of the many people living in the WGAL-TV, Channel 8, extensive service area.

Represented by

MEEKER TV, Inc.

New York
Chicago

Los Angeles
San Francisco

closed circuit®

PROBLEM of nighttime radio being tackled by CBS Radio and members of CBS Radio affiliates board, and may come to fore during next Monday's meeting of full affiliates' body in Chicago. One obvious solution, which all hands are trying to forestall, is nighttime rate reduction—but affiliates maintain, if it should come, it should be coupled with daytime increase. CBS Radio has advanced plan for selling one-minute announcements in certain shows, a la NBC's plan, but this has been at least temporarily shelved by affiliates' board. Any change would have to await fall, since CBS Radio has committed itself to affiliates to maintain rate line until Aug. 25.

★ ★ ★

ANOTHER WEEK, another rumor on FCC chairmanship: That John C. Doerfer will get it on possible "rotation" basis in keeping with precedent established first of year at CAB. Tip-off would come with nomination by President Ike of Mr. Doerfer to new seven-year term from June 30 and with appointment to chairmanship to follow Senate confirmation. Mr. Hyde would continue as chairman until Wisconsonian Doerfer's confirmation.

★ ★ ★

RE ABOVE, an unnamed Republican National Committeeman from West visited Presidential Assistant Sherman Adams at White House last week and reportedly was told unequivocably that elevation of Mr. Doerfer to chairmanship was "in the works."

★ ★ ★

AS OF last Friday, no definite meeting of NBC radio affiliates in conjunction with NARTB convention later this month had been set for Chicago. But it was reported there was avid interest and that meetings might be called spontaneously, if not in advance of May 23 convention, on NBC's network spot plan. NBC tv affiliates have scheduled session at Palmer House for Monday afternoon, May 24.

★ ★ ★

IS THERE prospect of "hiatus" in authorization of new tv stations because of uhf economic crisis? Not on FCC's own motion. Commission, it's understood, plans to tell Potter Senate Subcommittee at May 19 hearings that cases now pending or in progress involving primarily vhf contests in major markets will be carried through unless Congress decrees otherwise. FCC sees no prospect of reallocation to eliminate intermixing of uhf's and vhf's in same markets and regards move to shift all tv to uhf as will o' the wisp.

★ ★ ★

MUSHROOMING of NARTB convention interest on eve of annual meeting has complicated problem of fitting 1955 industry event into proposed Washington, D. C., site. Capital convention bureau hoping Sheraton Park Hotel will have big addition ready so annual equipment show, as well as other events, could be accommodated. Housing problem also is difficult, with at least 25 hotels needed to take care of delegates.

★ ★ ★

THIS WEEK or next, FCC expected to release proposed rule-making procedure interpreting new law requiring stations to charge no more for political time than for conventional commercial time. This "McFarland Amendment" grew out of practice of charging double or triple for politics because of out-of-pocket expense in schedule changing and cash-in-advance requirement. Both politicians and stations want interpretation before fall elections.

★ ★ ★

ONE PROMINENT southwestern station operator last week made his own survey of national radio advertisers and timebuyers on radio vs. tv. He reports radio has found its level and that buying of time will be as automatic as it is in newspapers. Consensus was that they believed in both spot radio and network, despite some notions among mediamen themselves that radio isn't here to stay.

★ ★ ★

WHERE IS North American Regional Broadcasting Agreement (NARBA)? It's still in Senate Foreign Relations Committee and not one step nearer ratification. For all intents and purposes, treaty is dead this congressional session. Quick check by B•T reveals decided disinterest at Capitol over treaty, which has awaited action since 1951.

★ ★ ★

FCC is investigating question of tv film pix reruns to see whether any indications of restraint of trade are involved. Study stems from number of complaints by tv station operators objecting to contract provisions between stations and film distributors which provide no other station in same market may show same films for specified period following first run showing; this sometimes runs year, 18 months, or even two years.

★ ★ ★

POSSIBLE result of current study being made by government agencies, aviation interests and broadcast representatives into tall tower lighting and marking (story page 68) might be recommendation that CAA revise its flight rules to keep pilots away from high radio and tv towers. This thought was expressed privately by some aviation delegates on the committee to broadcast representatives at meeting week ago. This would be ironic, since whole study was instituted by aeronautical people who maintain high towers are hazards to air navigation and should be more clearly defined.

the week in brief

- ► Bricker proposes FCC regulate networks 31
- ► Reggie Schuebel forms her own agency 32
- ► Florida Citrus puts $720,000 into ABC-TV show . 32
- ► Judge grants recess in movie release suit 35
- ► Four pass million-mark in buying March tv time . . 38
- ► Record NARTB convention in offing 44
- ► Meagher named NARTB radio vice president 48
- ► TAB-NARTB heads hold pre-convention parley . 50
- ► NRDGA studies the pros and cons of tv 54
- ► FCC outlines its subscription broadcasting stand . . 56
- ► Comr. Sterling defends FCC's allocation plan . . . 58
- ► Broadcaster Ed Lamb takes FCC to court 64
- ► Facts Forum comes under House committee study 65
- ► McCarthy-Army hearings can be sponsored 68
- ► FCC will be 20 years old June 19 70
- ► Canadian advertisers study radio-tv 74
- ► Roy Brewer lists IATSE's "failures" 75
- ► New starters: KGLO-TV, WGAN-TV 76
- ► B•T describes the convention exhibits 82
- ► And presents digests of the technical papers 104
- ► Mutual affiliates study network plans 112
- ► The late John Gillin cited by Radio Pioneers 119
- ► Symposium describes value of synthetic mica 120
- ► CBS Inc. first quarter income up 122
- ► Telestatus: tv stations, sets, target dates 135

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

DRU
Outer Space SUNDAE !!!
ROCKET SODA !!!

THE Beeline

DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

Ringed by mountains, this independent inland market is 90 miles from San Francisco and 113 miles from Los Angeles. Beeline listeners here spend more than $2 billion annually at retail. *(Sales Management's 1953 Copyrighted Survey)*

KOH RENO
KFBK SACRAMENTO
KWG STOCKTON
KMJ FRESNO
KERN BAKERSFIELD

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

at deadline

Rate Guarantee Extension Broached by CBS Affiliates

QUESTION of CBS Radio extending beyond Aug. 25 its current commitment to affiliates to make no reduction in rates was broached by group of CBS Radio affiliates board members to top network officials in meeting in New York last Thursday but no firm decision was reached, authorities reported Friday. Primary discussion at session was said to deal with plans for annual meeting of all CBS Radio affiliates next Monday morning in Chicago in conjunction with NARTB convention [B•T, May 3].

Though CBS Radio is not NARTB member, group of top officials headed by President Adrian Murphy will be on hand for meeting with affiliates, it was learned. Group which conferred with network authorities on convention plans included Kenyon Brown, KWFT Wichita Falls, Tex., chairman of affiliates board; John Patt, WJR Detroit; Hulbert Taft Jr., WKRC Cincinnati; George B. Storer, Storer Broadcasting Co.; Arnold F. Schoen Jr., WPRO Providence, R. I.; W. H. Summerville, WWL New Orleans, and C. T. Lucey, WRVA Richmond.

Smith to Guild Sales Post

APPOINTMENT of Joseph P. Smith, formerly president of Cinema-Vue Corp., New York, as sales manager of Guild Films Co., N. Y., announced Friday by Reub Kaufman, Guild president. Mr. Smith fills position vacant since resignation of Barney Goldman several months ago. Coincidentally with Mr. Smith's appointment, Mr. Kaufman revealed that Guild Films has acquired Cinema-Vue Corp., tv film distribution firm set up about four months ago.

VOTE ON HEARINGS

MUTUAL reported Friday it had received more than 3,000 letters, telegrams and telephone calls within 24 hours after commentator Fulton Lewis jr. asked listeners to his program to advise him if McCarthy-Army hearings "are doing any good" and if they should be "continued in the open on radio and television." Spokesman said that preliminary estimates show that respondents, by two-to-one count, believed hearings are beneficial and, by 1½-1 vote, felt they should be continued on radio and tv.

Large Screen Color by Fall, DuMont Tells Commissioners

PRODUCTION of DuMont large screen color sets by fall was predicted Friday by Allen B. DuMont at demonstration of new color equipment to an audience comprising FCC and members of its technical staff.

Demonstrated was new DuMont 19-inch color tube which Dr. DuMont indicated would be incorporated in sets selling at between $800 and $1,000 at outset. Under mass production schedule, he thought, sets might sell for $500 or less.

Members of FCC present were Chairman Rosel H. Hyde and Comrs. Bartley, Lee, Sterling, Doerfer and Hennock. Staff members were Curtis B. Plummer, chief Broadcast Bureau; Joseph M. Kittner, assistant chief Broadcast Bureau; James E. Barr, chief Broadcast Facilities Division, and Edward W. Chapin, chief Laboratory Division.

FIRESTONE DROPS NBC RADIO-TV TIME, IS CONSIDERING OTHER NETWORK OFFERS

C. B. RYAN, advertising director of Firestone Tire & Rubber Co., told B•T late Friday that "we are considering all offers," in answer to query that all networks (including NBC-TV) were pitching time periods at firm. He also said that "when and if we go" back into radio and television with program "we want to be sure that we get a good substitute network."

Earlier the company had formally announced that "Firestone radio and television program which has been broadcast at 8:30 Eastern Time on Monday evenings for the past 25 years on radio and the past five years as a simulcast on television will not be heard on the NBC network after the June 7th broadcast."

Company went on to express regret that announcement was made necessary because NBC "has advised that 8:30 period on Monday night will not be available throughout the year and that no other evening television network time will be offered to Firestone for continuing its long established program for the benefit of its loyal audience."

In statement made late Friday, NBC expressed "great regret" at departure of *Voice of Firestone,* ending 25 years of "pleasant and rewarding association" between network and sponsor. "Prolonged effort" was made to relocate this tv program, NBC said, noting that "in its Monday night slot, faced with strong competition from another network and surrounded by programs of a wholly different character, the Firestone tv show suffered a drastic loss of audience over the past five years as more and more tv stations opened."

One NBC suggestion was that Firestone move its tv show to late Sunday afternoon, between *Hallmark Hall of Fame* and *Meet the Press,* "both of which bear a cultural and educational imprint and both of which consistently command large and interested audiences. Within this programming context the Firestone offering would have captured an increased all-family audience and would have arrested the downward trend of its rating," NBC said.

"It was never contemplated that the radio show would be changed to a different time [from the present Monday night period]," network stated, pointing out that *Voice of Firestone* "on radio maintained a continued high rating because it was presented within the proper framework of a full Monday evening of great musical broadcasts."

NBC had announced the shift earlier to make way for next fall's *Sid Caesar Show.*

• BUSINESS BRIEFLY

FILBERT'S ON RADIO • J. H. Filbert, Baltimore (Mrs. Filbert's mayonnaise), through Sullivan, Stauffer, Colwell & Bayles, N. Y., placing spot announcement radio schedule in about 25 markets, effective immediately. Contracts vary from 6 to 12 weeks depending on market.

SIMONIZ IN 12 MARKETS • Simoniz Co. (Simoniz non-scuff floor wax), Chicago, planning radio spot announcement campaign to start at end of June for 11 weeks in about dozen scattered markets. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

FALL TV • Young & Rubicam, N. Y. and Chicago, understood to have recommended fall-starting television shows to at least three advertisers: Johnson & Johnson, Metropolitan Life Insurance Co. and Elgin Watch Co.

AB-PT Meeting Tuesday: Report Salaries to Stockholders

LEONARD H. GOLDENSON, president, American Broadcasting-Paramount Theatres Inc., received $179,357 during 1953 from AB-PT, according to proxy statements sent stockholders notifying them of annual meeting at 11 a.m. tomorrow (Tuesday) in New York.

Other salaries listed include: Robert E. Kintner, AB-PT vice president, president of American Broadcasting Div., $69,327 (plus $8,173 received from ABC for period Jan. 1-Feb. 11, 1953); Robert H. O'Brien, AB-PT financial vice president and secretary, executive vice president, American Broadcasting Div., $55,552; Robert M. Weitman, AB-PT vice president, American Broadcasting Div. vice president, $55,852; Robert H. Hinckley, vice president, AB-PT, vice president, American Broadcasting Div., $44,550 (plus $5,448 from ABC, Jan. 1-Feb. 11, 1953).

TAB Steering Unit Meets, Drafts $500,000 Budget

TELEVISION Advertising Bureau organizing committee, meeting Friday at Chicago's Palmer House, set minimum TAB first-year operating budget at $500,000 and provided for active and associate memberships. Twenty-eight stations were represented.

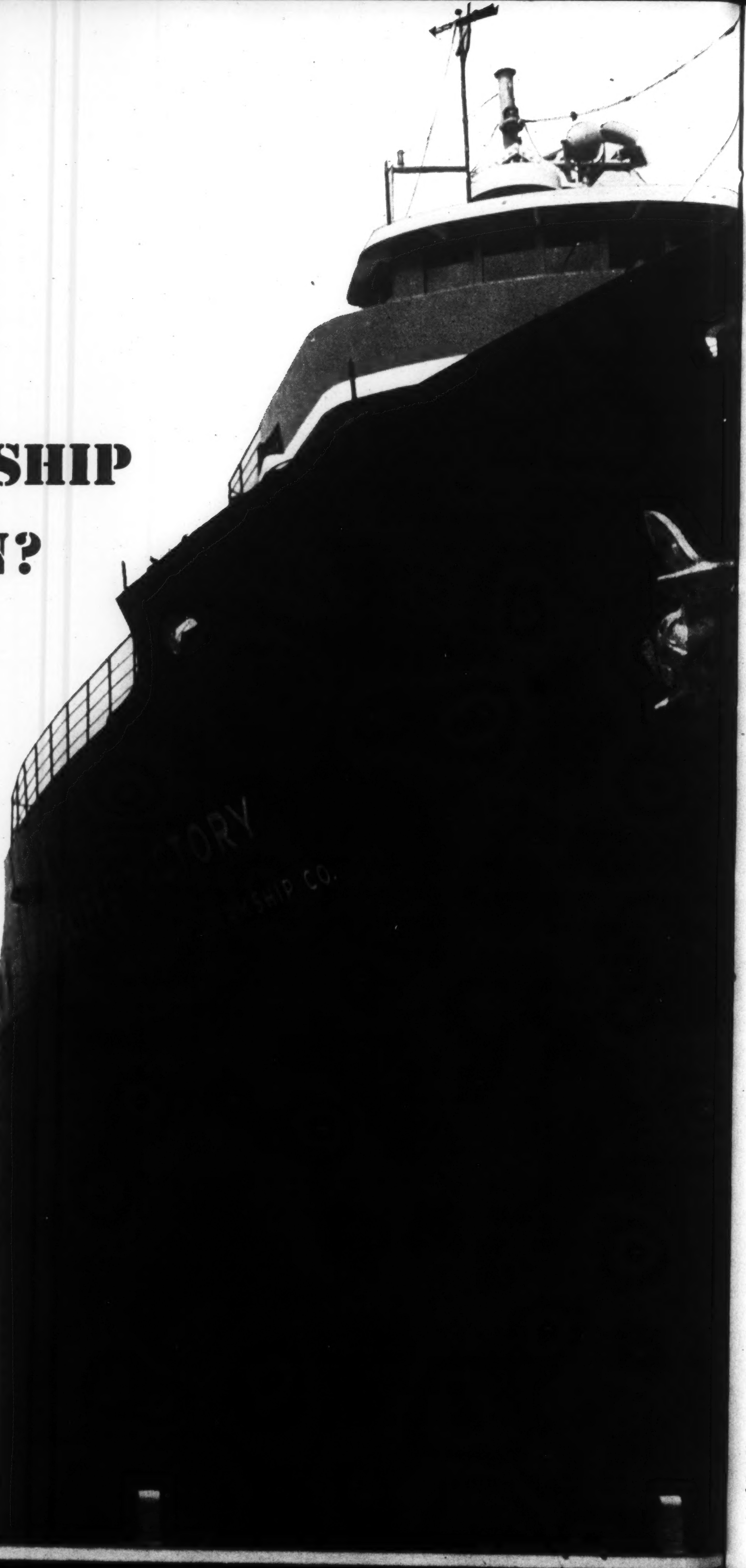
Steering group, led by Richard Moore, vice president-general manager, KTTV (TV) Los Angeles, unanimously agreed active membership be held open to all tv station operators, including network o&o outlets. Associates to comprise station representatives, advertisers, agencies, film distributors and allied firms.

Resolution also was adopted to set up committee to request NARTB to appoint group before convention starts to avoid duplication of industry efforts along similar lines.

TAB organizing group, comprising Mr. Moore and others, met Thursday with Harold E. Fellows, NARTB president (story page 50).

TAB organizational group drafted preliminary by-laws and urged that not less than one-third of its board of directors each come from city areas of 150,000 population or less (for medium stations) and balance from 500,000 population or more. Dues tentatively set as one-quarter of highest local rate per month.

WAITING FOR YOUR SHIP TO COME IN?



You won't have to wait very long in Cleveland — for this inland port (along with all its other bustling activity) set a new all-time record for itself last year in volume of dry, bulk freight moved. During 1953, the Great Lakes fleet carried almost 200 million net tons — and over 80% of its 286 vessels call Cleveland home.

The movement of Cleveland-made goods to the rest of the world is matched in magnitude only by the influx of goods Clevelanders want to buy. (How competent they are to do this is reflected by their 1953 banking balance of $33,387,000,000.)

Industrial action is the mounting keynote in the Cleveland area, geared to America's industrial progress. And the *one* TV station that's really geared to Cleveland's thoughts and tastes is WXEL. It follows that the shortest route between two points (i.e., Cleveland pocketbooks and *your* advertising) is via the television station identifying itself most closely with this remarkable market. As other advertisers are happily finding, your ship comes in every day when you sign aboard WXEL. Ask the KATZ agency for details.

Cleveland

WXEL

Channel 8

at deadline

WJR Gets Flint Ch. 12; Other FCC Actions

FINAL decision granting Flint ch. 12 to WJR Detroit announced by FCC Friday, reversing initial decision of year ago which recommended grant to WFDF Flint. Final order denied competitive applications of WFDF and Butterfield Theatres Inc. Comr. Frieda B. Hennock dissented.

Commission majority overruled findings of examiner that WFDF should be preferred because of program proposals for Flint and choice of antenna site nearer Flint. Majority concluded all three sites put more than minimum signal into Flint and allocation table requires station to be Flint outlet despite extra coverage in Detroit. All three promised Flint service, FCC noted.

WJR was favored on basis of greater live program plans, superior technical equipment including mobile unit for immediate remote programming, and realistic network proposal. WJR said it would air DuMont, not presently in Detroit area, while others planned NBC. FCC also issued order denying petition of Butterfield for re-argument of initial decision in view of long pendency of case.

Sale of KOTV (TV) Approved; Lee Concerned Over Trend

SALE of ch. 6 KOTV (TV) Tulsa by Jack Wrather-Helen Alvarez group to New York investment firm of J. H. Whitney & Co. for $4 million—involving "substantial profit," according to Comr. Robert E. Lee—approved by FCC Friday [B•T, April 12].

In concurring statement, Comr. Lee indicated no objection to specific sale but expressed concern over trend toward big-price tv transactions and transfer procedure in which no opportunity for comparative evaluation of applicants is allowed as in contest for new station permit.

Wrather-Alvarez interests acquired KOTV control in mid-1952 for $1.6 million. Station is only vhf outlet at Tulsa, carries all four networks. KCEB (TV) Tulsa is on ch. 23, KSPG (TV) holds permit for ch. 17. Comr. Lee said:

> I am concurring in this case solely because of the length of time that the station has been operating in an apparently satisfactory manner. I am, however, taking this opportunity of expressing myself on a problem that has been giving me growing concern.
>
> The Commission, consistent with its mandate under the Act, has been diligently guarding the public interest. Elaborate and time-consuming procedures have been perfected in an effort to pick the best qualified applicant to award, for a specific period of time, a piece of the peoples property, namely space in the valuable spectrum for broadcast purposes. In comparative cases this is done after long and lengthy hearings and investigations. Many of these cases are close decisions since either of two or more competing applicants might do the job equally well. This is a great responsibility for the Commission and I know is of great concern to the individual Commissioners.
>
> It is for this reason that large transactions such as this give me cause for some alarm. The Commission transfer processes do not provide for the possibility of competing applications or comparative consideration of applicants as in the case of requests for original use of a channel. I am aware that this may be due to statutory limitations, and I do not suggest here that this is inappropriate. But I am concerned because the transfer processing does not answer for me the question as to how the prospective purchaser would have fared in a comparative hearing. I hasten to add that the new owners in this instance are to the best of my knowledge, good civic-minded citizens who will, I am confident, do an outstanding public service job, nor do I complain at the fact that the licensee is making a very substantial profit since most of the assets, as a matter of fact some 75%, are listed as good-will, lease, film and network contracts.

Spartanburg Permit Returned

PERMIT for ch. 17 WSCV (TV) Spartanburg, S. C., returned to FCC and deleted, Commission reported Friday. Uhf outlet was not on air.

ATOM DRAMA

WCPO-TV Cincinnati decided late Friday to accept ABC-TV May 18 drama dealing with atomic attack on U. S. following tabulation of results in viewers' poll (story page 78b). Mortimer C. Watters, WCPO-AM-TV general manager, said only 7% of votes were against telecasting of drama, to appear on *Motorola Tv Hour*. WCPO-TV reviewed advance copy of script before making decision.

Edwards Sued for Half Ownership of 'This Is Your Life'

RALPH EDWARDS, program packager and m.c., was sued last week for half-ownership of *This Is Your Life* (NBC-TV, Wed., 10-10:30 p.m.) by Mel Vickland, writer-producer. He valued his alleged 50% ownership of the program, sponsored by Hazel Bishop, at $1.75 million. Mr. Vickland claimed he conceived program idea in 1947 while hospitalized with polio. He said he received $100 weekly while working on 25 programs. Despite agreement to share profit, complaint stated, Mr. Edwards said there was none. Besides half of $1 million he claims has beer made up to now, Mr. Vickland asked court to grant him equal share of estimated $2½ million which Mr. Edwards will receive from program during next five years under NBC contract. Mr. Edwards denied allegations. He said program idea was utilized in present form in April 1946 on NBC Radio *Truth or Consequences,* several months before Mr. Vickland claims he conceived idea.

40 Take ABC-TV Boxing

FORTY STATIONS have signed to carry boxing bouts over ABC-TV, starting today (Mon.) at 9:30 p.m. EDT, Les Arries, ABC-TV sports director, reported Friday. Telecast also will be presented on eight far-western stations on delayed basis. Barney Ross, former welterweight champion, will provide blow-by-blow commentary.

UPCOMING

May 19-21: Senate Communications Subcommittee, hearings on status and development of uhf channels and consideration of Johnson multiple-ownership bill. Room G-16, U. S. Capitol, 9 a.m. Open.

May 19-21: House Interstate & Foreign Commerce Committee, hearing on HR 1227, Bryson bill to bar alcoholic beverage advertising from interstate commerce. Room 1334, New House Office Bldg., 10 a.m. Open.

For other Upcomings see page 141.

PEOPLE

H QUENTON COX, veteran Northwest broadcaster, resigned Friday as manager of KGW-AM-FM Portland, Ore., after 18 years with that station. He said he would announce future plans soon. Mr. Cox served as director of NARTB and is at present chairman of its Fm Committee; he also served on NBC station planning board and was officer of Oregon Assn. of Broadcasters. Gordon Orput, president of Pioneer Broadcasters Inc., expressed regret of station owners at Mr. Cox' departure.

LEONARD F. ERIKSON, who resigned as director of Voice of America April 30 to return to McCann-Erickson, N. Y., as vice president, presented with scroll of appreciation by former colleagues at luncheon in New York.

LOUIS T. FISHER, media director for Dancer-Fitzgerald-Sample, N. Y., appointed a vice president.

STAN VAINRIB, formerly with Storer Broadcasting Co. in Birmingham, Ala.; WIND and WJJD Chicago, and Arthur Meyerhoff and Grant Adv. agencies, appointed vice president of Academy Film Productions Inc., Chicago, Bernard Howard, Academy Film president, has announced.

WILLIAM BALLARD, radio and television writer, father of girl, Lynn Ballard, born in New York Friday. **REGGIE SCHUEBEL,** owner of Reggie Schuebel Inc. (story page 32), is grandmother of child.

Senate Unit Clears Funds

SENATE Appropriations Committee Friday denied FCC's $950,000 request for frequency usage monitoring program. Request was only addition to House approved appropriation asked by FCC for fiscal 1955, beginning next July 1 [B•T, April 19]. Funds bill now goes to Senate.

Roberts Resigns from UHFTA

RESIGNATION of Col. William A. Roberts (Roberts & McInnis) as general counsel of Ultra High Frequency Tv Assn. was tendered Friday. Organization, formed last fall, is scheduled to meet today (Mon.) in Washington's Sheraton Carlton Hotel, two days before Potter subcommittee hearings get underway.

Henley FCC Asst. Gen. Counsel

J. SMITH HENLEY was named by FCC Friday as assistant general counsel in charge of Litigation Div. to succeed J. Roger Wollenberg, who resigned earlier to join Washington radio-tv law firm of Haley, Doty & Schellenberg. Mr. Henley is partner in Henley & Henley, Harrison, Ark., and former city attorney there.

New CBS-TV Affiliates

CBS-TV announced Friday that effective July 4, WBRC-TV Birmingham replaces WABT (TV) as network's basic affiliate [B•T, May 3] and, effective Aug. 6, WLAC-TV Nashville replaces WSIX-TV as basic affiliate. WLAC-TV (ch. 5) is owned by Life & Casualty Insurance Co. of Tennessee, and WBRC-TV (ch. 6) is owned by Birmingham Broadcasting Co., subsidiary of Storer Broadcasting Co.

Improved Lawrence Tube

CHROMATIC Television Labs Inc., N. Y., is announcing today (Mon.) that it has launched pilot production of new improved version of Lawrence color tv tube at company's West Coast development laboratory in Oakland. Called Chromatron PDF 21-3, it is said to incorporate radiation - suppressed *chromapac* (color grid structure at front of tube). Tube is said to present true rectangular picture 14½ by 11 inches.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

THE WOMEN'S AUDIENCE "CAPTURED" on this PARTICIPATION SHOW!

THE WOMEN'S 930 CLUB

★

MONDAY thru FRIDAY

★

1:30-1:50 PM

NOW AVAILABLE
SPOT PARTICIPATION

National Representatives
THE KATZ AGENCY

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ

OHIO
WEST VIRGINIA
KENTUCKY

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

index

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Advertisers & Agencies 32
At Deadline 7
Awards 119
Closed Circuit 5
Editorial 142
Facts & Figures 38
Feature Section 79
Film 35
For the Record 125
Government 56
In Review 14
International 74
Lead Story 31
Manufacturing 120
Networks 112
On All Accounts 24
Open Mike 18
Our Respects 26
Personnel Relations 75
Programs & Promotion 123
Stations 76
Trade Associations 44

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL — Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Lawrence Christopher, *Technical Editor;* David Berlyn, Harold Hopkins, Don West, *Assistant Editors;* Patricia Kielty, *Special Issues; Staff:* Ray Ahearn, Jonah Gitlitz, Louis Rosenman; *Editorial Assistants:* Kathryn Ann Fisher, Elsie Moore, Peter Pence, Joan Sheehan, Harriet Sinrod; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS — Maury Long, *Vice President and General Manager;* Ed Sellers, *Southern Sales Manager;* George L. Dant, *Advertising Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Fred Reidy, Wilson D. McCarthy, Betty Bowers; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE — John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* William Bolbecker, Robert Deacon, Betty Jacobs, Joel H. Johnston, Sharleen Kelley.

BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

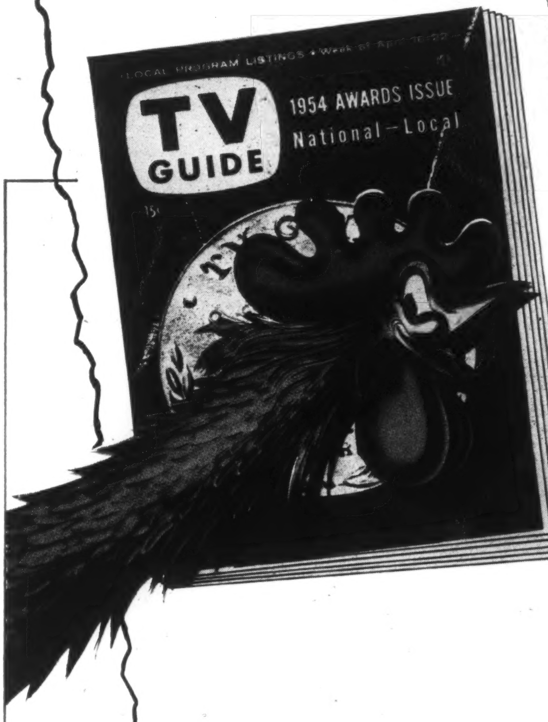
SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications., Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

Shows That Win—Win and Show



1st Place

to Russ Emery in all of New England, in *TV Guide's* television personality contest! Russ emcees *New England Talent Club*, 5:00 to 5:15 p.m. Monday through Friday. Came to WJAR-TV after playing Gogi's LaRue, Hotel Warwick's Raleigh Room, the Copacabana, Paramount Theater. On TV has been featured on *Ken Murray Show, Kate Smith Show, Joan Edwards Show, Celebrity Time, Faye Emerson Show,* etc. Has sung on all major radio networks, was male singing star on *Pet Milk* (*Baron Munchausen*) *Show*, guested with Paul Whiteman, Teen Timers and others . . . had his own *Russ Emery Show* 56 weeks on WNEW, New York. Look up his Columbia Records releases!

3rd Place

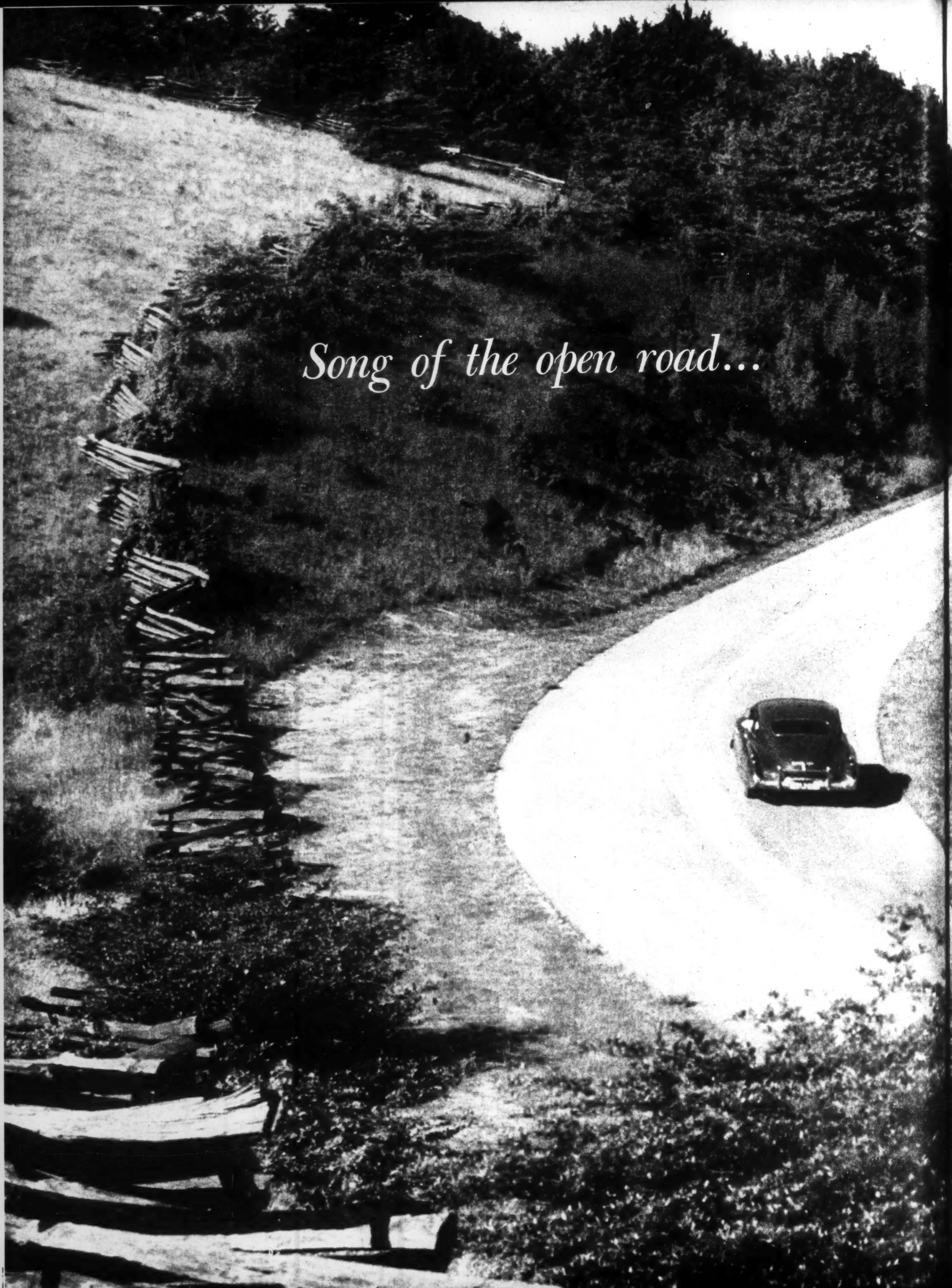
to Hum and Strum, harmonizing daily in songs with piano accompaniment — now celebrating their 30th Anniversary as one of the most harmonious teams in show business. Hum and Strum have played all the major TV and radio nets, all major vaudeville circuits and night clubs everywhere — including southern Europe and Africa with the USO . . . came to WJAR-TV from a four year stint in Boston television, are seen Monday through Friday from 12:45 to 1:00 p.m. Popular demand recently added night shows Tuesday, Thursday and Sunday. Their recordings have international distribution.

NBC - BASIC
ABC - Supplementary
Dumont - Supplementary

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND

National Sales Representatives — WEED TELEVISION

Proof positive of the effectiveness of our live local shows—17 daily, Monday through Friday — in Southern New England's BIG, RICH market!



Song of the open road...

...and it's a profitable song for sales-minded businessmen. Millions of extra listeners mean millions of extra sales. Storer Stations [illegible]e been voted "most listened to" by the ever-increasing out-of-home audience.

STORER BROADCASTING COMPANY

WSPD • WSPD-TV
Toledo, Ohio

WJBK • WJBK-TV
Detroit, Mich.

WAGA • WAGA-TV
Atlanta, Ga.

KGBS • KGBS-TV
San Antonio, Texas

WGBS
Miami, Fla.

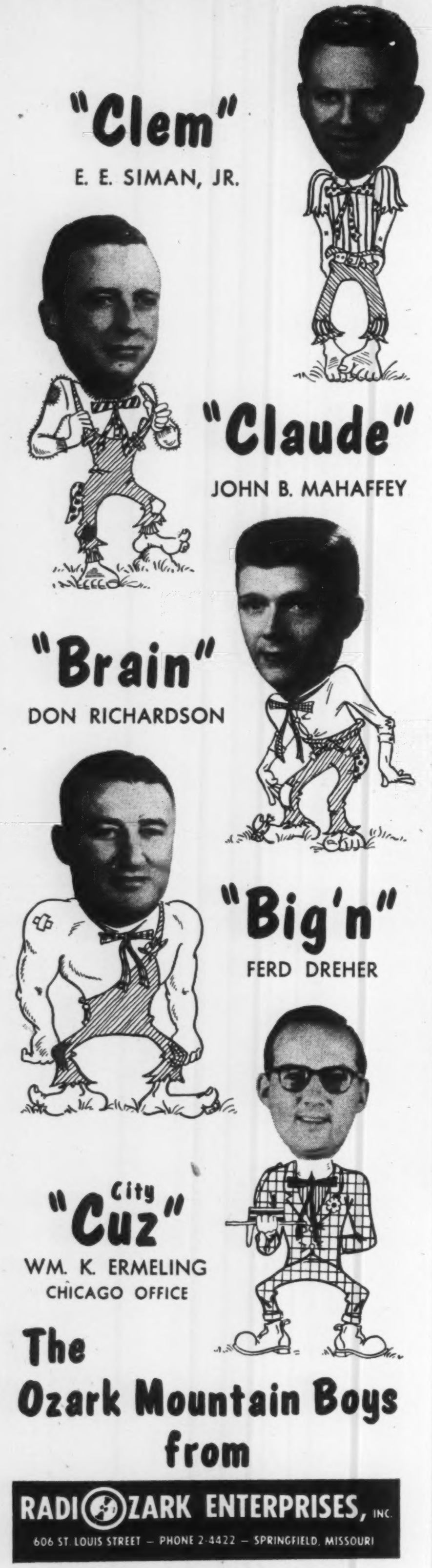
WWVA
Wheeling, W. Va.

WBRC • WBRC-TV
Birmingham, Ala.

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, ELdorado 5-7690

BOB WOOD, Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498



"Clem"
E. E. SIMAN, JR.

"Claude"
JOHN B. MAHAFFEY

"Brain"
DON RICHARDSON

"Big'n"
FERD DREHER

"City Cuz"
WM. K. ERMELING
CHICAGO OFFICE

The
Ozark Mountain Boys
from

RADIOZARK ENTERPRISES, INC.
606 ST. LOUIS STREET — PHONE 2-4422 — SPRINGFIELD, MISSOURI

will be seein' ya in
Suite 742 Palmer House
during the
NARTB CONVENTION

IN REVIEW

PORTIA FACES LIFE

Network: CBS-TV.
Time: Mon.-Fri., 1:15-1:30 p.m. EDT.
Producer: Beverly Smith of Young & Rubicam.
Director: Lloyd Cross.
Announcer: Bill Shipley.
Guitar Accompanist: Tony Mittola.
Cast: Frances Reid, Donald Woods, Elizabeth York, Richard Kendrick, Charles Taylor, Renne Jarrett.
Sponsor: Post Cereal Div. of General Foods.
Agency: Young & Rubicam.
Production Cost: $9,000 per week.

EVERY weekday afternoon, televiewers whose daily schedules do not confine them to more constructive pursuits, are getting a chance to see a valiant lady cope with this confused business of living, courtesy of CBS-TV and Post Cereal Division of General Foods. Portia Manning is now taking the bull by the horns on television as well as radio in a fairly new video adaptation of one of the latter medium's sturdiest soap operas, *Portia Faces Life.*

Evaluating *Portia* with a soap opera slide rule ends in one conclusion which distinguishes it from most of its contemporaries. Less is said, less is done and less is accomplished in the 15-minute time period allotted to this program daily than on perhaps any other show on tv. This is going some in a drama category characterized by its perennial lack of action and intelligence. *Portia's* writer is doing a superb job of stretching out a story that has nothing to say in the first place.

FRANCES REID
Quality of mercy has been strained

This criticism is based on the assumption that the May 11 telecast was typical of the type installment featured on the series. Commercial segments occupied a healthy percentage of the program's time, which in this case cannot be considered too objectionable. In the interest department, Grape Nut Flakes will beat out domestic upset of the *Portia* kind any day.

Between breakfast food plugs, the viewer was forced to conclude that all was not well at the Manning residence. Mother Portia had gone and done it again. This time her rugged individualistic nature had propelled her into the middle of a gambling raid which made headlines in the local paper of which her husband is publisher. Her 13-year-old son took a very dim view of his mama's recreational habits until a fair-haired girl reporter, who is the idol of this young man's life, reminded him that we must love others not because of their virtues but in spite of their faults.

Adoption of this pleasant philosophy softened our young man's attitude toward mother and her most recent escapade. All was forgiven. And the curtain fell on tv's impression of a typically domestic American scene. Lending the element of sight to *Portia* has simply added insult to injury.

AMERICAN FORUM OF THE AIR

Network: NBC Radio, Tv
Time: Sun., 4-4:30 p.m. EDT
Stations: 75 radio (simulcast and delayed); 35 tv
Moderator: Steve McCormick
Founder-Producer: Theodore Granik
Director: Frank Slingland

SHOULD the program producer assume the radio-tv audience is getting so it can cope with complex, political argument? Perhaps he could cite the softening up by the McCarthy vs. Army hearing coverage.

Not to press a point, but the NBC-AM-TV *American Forum of the Air* on its 26th anniversary show May 9 in the allotted 20-odd minutes squeezed in no less than eight members of Congress each of them with a question and/or comment. Answers, or more correctly, denials, were given by the chairmen of the two political parties. Some place in the middle of all this, a quickie question, with slide presentation, was inserted by the moderator.

The program featured Leonard W. Hall and Stephen A. Mitchell, the Republican and the Democratic chairmen of the national committees on the puzzler—"which party in '54?"

In spite of this crowding, the program, particularly from the production point of view, was very good. It had to sparkle on tv or radio because U. S. Senators and Representatives have that knack of being pleasant on eye and ear while doing their darndest to needle.

This show was up to the *American Forum's* 26-year, developed standard. What made it quite different was the unusual number of people taking part, all politically prominent (Sens. Magnuson, Mansfield, Purtell and Reps. Lawrence Smith, Keating, Eberharter) but each with a different political philosophy.

It would be folly, we respectfully submit, for other forum programs to continually duplicate this type of show. For although the soup was different and tasted quite good as a one-time subject, repetition would be tasteless fare.

Tropical Tv—a la Hope

WITH some assistance from movie star Dorothy Lamour, Bob Hope, on his NBC-TV *Bob Hope Show* last week, illustrated in skit format what might happen if the FCC granted an application for a tv station on LaPu LaPu, a remote Pacific Island. Upholding the distaff side of station KLAPU was Miss Lamour, clad in the sarong that she made famous. The programming concept was not unlike what American televiewers are accustomed to right down to commercials with allowances, of course, for "local color." One advertiser on Mr. Hope's tropical tv station: Tree Tree Coconut Milk—the milk that is always recognizable because it comes in a hairy bottle!

"Mr. Chairman, a point of order . . ."

"The Chair recognizes the Senator from . . ."

"Mr. Chairman, May 20 is the 20th anniversary of Killian's Department Store's sponsorship of the 9 a.m. news on WMT, one of the longest associations in radio annals. . . ."

'Senator, that is a statement of fact which . . ."

"Mr. Chairman, for decades the citizens of Iowa, Republicans and Democrats, have come to appreciate WMT's reasoned, thorough presentation of current events which has been called 'the most complete news in Iowa Radio'."

"Senator, you are voicing an opinion which is . . ."

"Which is shared by thousands of out-of-town shoppers in Killian's 36-county basic trade area. Shoppers who follow the WMT line straight to one of Eastern Iowa's largest department stores. Shoppers who have the largest per capita farm income in these United States. Shoppers who . . ."

"Senator, you must support your statements with documentary . . ."

"Mr. Chairman, the Katz Agency has the evidence, will furnish it to this or any other committee on request."

WMT is CBS for Eastern Iowa

Mail Address: Cedar Rapids

important, new

exclusive RADIO

FOR NATIONAL

For the first time anywhere in Radio, a group of stations represented by NBC Spot Sales offer full-scale, local community service announcements for listeners to live by . . . for advertisers to sell by.

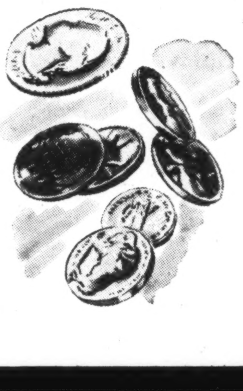
Virtually every vital service that people need and want is now broadcast on a regularly scheduled basis. To acquaint listeners with the exact times of broadcasts, these stations have printed and distributed over 5 million pocket-size service time-tables to the people in their service areas. (Send for one and see how your product can use these cards for merchandising.)

Advertisers can now do a better selling job by identifying their products or services with specific, related community services. Now, your product can be related with those services that Radio does best and at extremely low cost. For instance:

Farm Service announcements in a midwest market deliver over 4 million weekly impressions at only 38 cents per thousand.

Commuter Train Service in another major market . . . over a million listener impressions each week . . . at 44 cents per thousand.

Weather and Traffic spots in a third market . . . over a million and a half listener impressions weekly . . . 35 cents per thousand.



To saturate markets covering almost ⅓ the nation's retail sales with service announcements that people are already living by, call your NBC Spot Salesman.

SERVICES

ADVERTISERS

Can the people who dial in any of these services buy your product:

- **Traffic & Weather**
- **Commuter Trains**
- **Home maker's Service**
- **Flight Service**
- **Ocean Liner Service**
- **School Closings**
- **Farmer's Service**
- **Community Bulletins**
- **Blessed Events**
- **Lost & Found Pets**
- **Ski Service**
- **Mariner's Service**
- **Beach Temperatures**
- **Fishermen's Service**
- **Pollen Count**
- **Scholastic Sports**
- **Shopper's Service**
- **Civil Service Information**

If your answer is yes, ask your NBC Spot Salesman for all the details today . . . you can be on the air tomorrow.

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N.Y.

Chicago
Detroit
Cleveland
Washington
San Francisco
Los Angeles
*Charlotte**
*Atlanta**

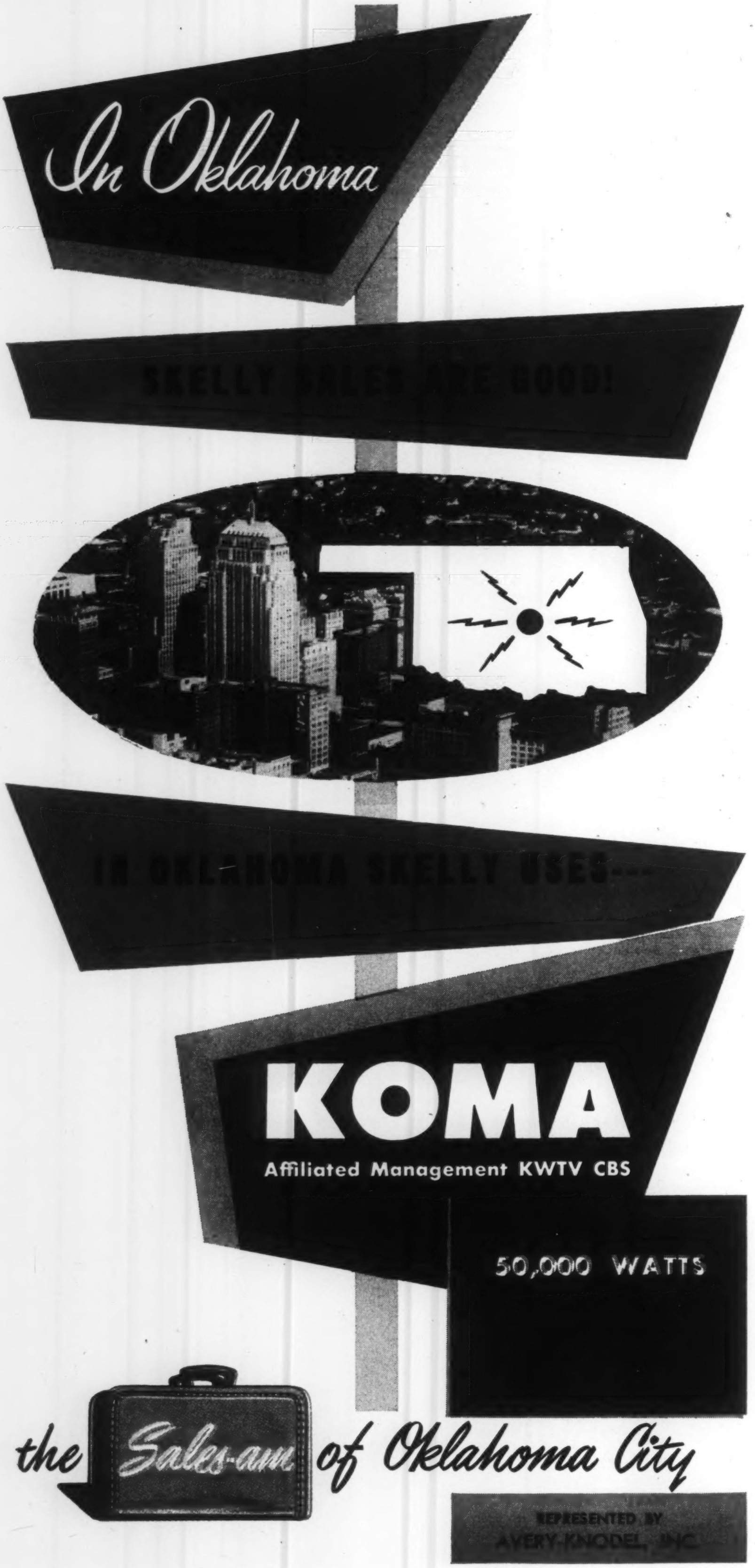
**Bomar Lowrance Associates*

representing TELEVISION STATIONS:

WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
KSD-TV	*St. Louis*
WNBW	*Washington*
WNBK	*Cleveland*
KPTV	*Portland, Ore.*
WAVE-TV	*Louisville*
WRGB	*Schenectady-Albany-Troy*
KONA-TV	*Honolulu, Hawaii*

representing RADIO STATIONS:

WNBC	*New York*
WMAQ	*Chicago*
KNBC	*San Francisco*
KSD	*St. Louis*
WRC	*Washington*
WTAM	*Cleveland*
WAVE	*Louisville*
KGU	*Honolulu, Hawaii*


In Oklahoma
SKELLY SALES ARE GOOD!
IN OKLAHOMA SKELLY USES---
KOMA
Affiliated Management KWTV CBS
50,000 WATTS
the Sales-am of Oklahoma City
REPRESENTED BY AVERY-KNODEL, INC.

OPEN MIKE

Uhf in Every Set

EDITOR:

Every time I read of a uhf station having financial difficulties it makes my blood boil because things would be a lot different today if tv set manufacturers had been a little more wide awake. They, and this includes the great giants RCA and DuMont, should have seen to it that EVERY set had vhf and uhf under one cabinet.

Of course, FCC could have been a little more helpful too—they should have called in all of the big set manufacturers and they might have, with a little prompting, cooperated. The combined carelessness of the big set manufacturers and FCC is really at the bottom of the uhf trouble today.

Where else would you put the blame?

David A. Bader
Commonwealth Film & Television Inc.
New York

Likes Uhf Story

EDITOR:

We believe your article in the April 26th issue on "Case Study of Uhf in Milwaukee" an excellent story on one of the most successful uhf stations in the nation.

Robert W. Maercklein
Maercklein-Nelson Advertising
Milwaukee 2, Wis.

Zenith on Palm Springs

EDITOR:

I have just read your story of the Telemeter demonstration in Palm Springs. You brought out very well the fact that this could not be considered a typical demonstration because of the fact that Palm Springs is not a representative community.

There is, however, one point that I would like to comment on; that is your statement that this test proved the engineering principles of the Telemeter system are sound.

I am enclosing a copy of a letter of mine published in *Harrison's Report* which tells how easily the system at Palm Springs was pirated, and that the transmissions were not, in fact, coded at all.

It is obvious that no theatre can operate if, in addition to its box office entry in front, it has side gates through which people can enter free without restrictions. Yet that is the position of any pay-as-you-see subscription system that can be easily pirated.

Ted Leitzell, Dir. Public Relations
The Zenith Radio Corp.,
Chicago

[EDITOR'S NOTE: The letter of which Mr. Leitzell speaks explains that "Zenith and others picked up, without paying any fee and without any Telemeter connection, the same entertainment that Telemeter's customers had to pay to see . . . using a standard Zenith tv set equipped with a continuous tuner and an ordinary fm table set." Telemeter executives say that although this was possible in early stages of the Palm Springs operation, engineering refinements have since been made. Now any unauthorized tapping of the Telemeter system would be (1) difficult and (2) easily detected, they claim.]

United TAB

EDITOR:

I was interested in your editorial on "The Birth of a TAB" and also, articles on this subject. . . .

All I hope for is that the television stations, representatives and networks get together and set up a TAB somewhat along the lines of BAB. BAB never got off the ground in a real

NOW HOUSTON

KYOK

WITH A

TESTED

PROGRAM PATTERN

BLOCK PROGRAMMING

HILLBILLY BLOCK

Top star hillbilly, folk and western personalities to capture the hearts of the biggest consumer market in Texas and the South.

GABE TUCKER . . . a Houston favorite and old-timer with a warm and friendly style.

HAL HARRIS . . . the virtuoso of the guitar with a singing and a strummin' that has caught fire.

BOB DUNNAVANT . . . the country boy with a rich and colorful program of true southern hillbilly folk tunes.

NEGRO BLOCK

Houston's large Negro population will now hear for the first time . . . top Negro entertainment personalities. Already they have captured the attention of 260,000 Negro listeners in Harris County.

HOTSY TOTSY . . . a frantic jive and blues man that keeps them chucklin' and listening to the hard pitches he makes.

REVEREND TILLMAN . . . Houston's most popular minister and Negro personality with spirituals programmed at the women and family buying groups.

SUGARTHROAT . . . a night-time show with rhythm and blues.

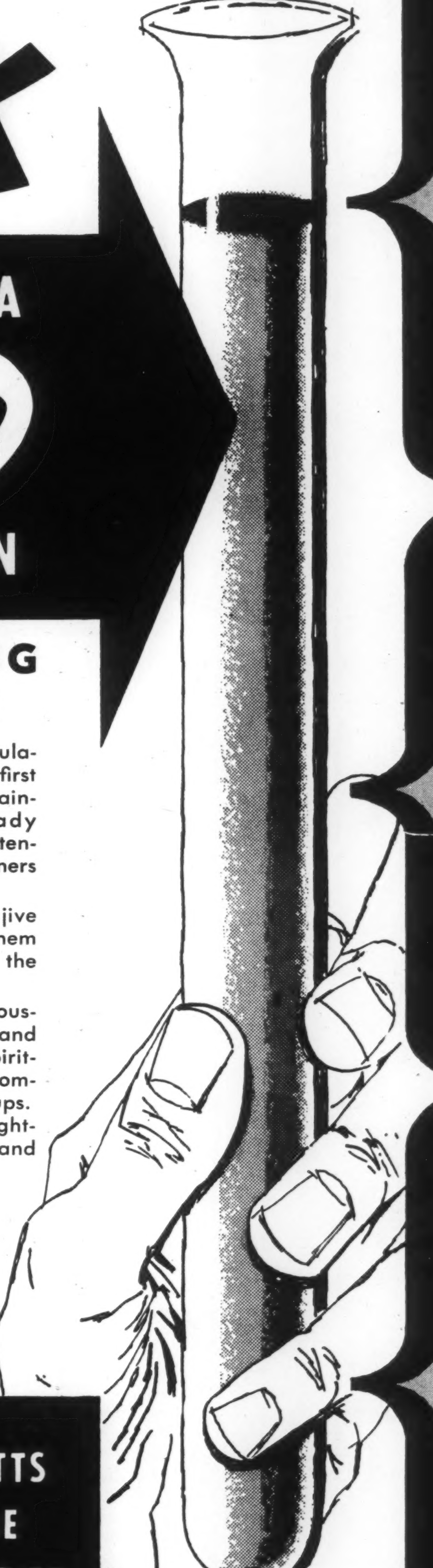
JOHNNY EDWARDS . . . the oldest wake up show in Houston . . . with pop music.

INTENSIVE MERCHANDISING . . . complete promotion program to back every advertiser.

Represented by John E. Pearson Co.
NEW YORK • MINNEAPOLIS • CHICAGO • DALLAS • LOS ANGELES • SAN FRANCISCO

KYOK

5000 WATTS
FULL TIME
HOUSTON



the OK Group

TESTED
IN NEW ORLEANS
WBOK
FIRST

Among all Independents in the trading area. Programmed with Disc Jockey Personalities Negro and white that capture the listeners.

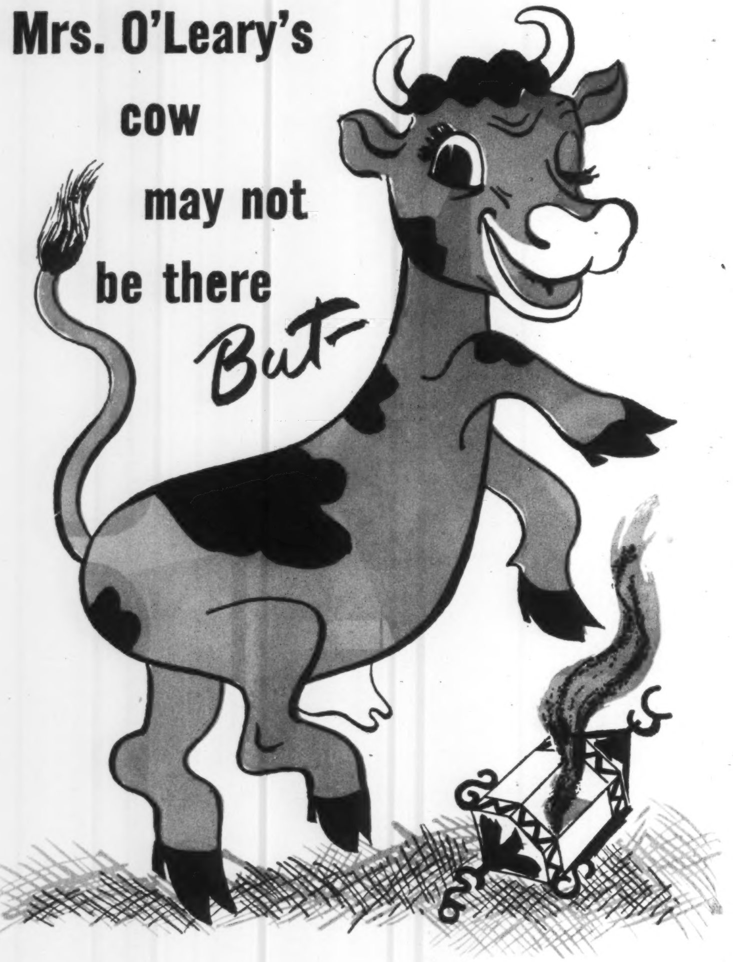
TESTED
IN BATON ROUGE
WXOK
FIRST

Tops in music that attracts the mass audience in the Negro and Folk music field. More results for advertisers seeking mass impressions and sales.

TESTED
IN LAKE CHARLES
KAOK
FIRST

With the most listened to Disc Jockey personality in Louisiana and Negro personality to sell the two most productive buying groups in the area.

Represented by FORJOE for the Louisiana Stations.



WE WILL . . .

R. C. HEINECKE
EVARARD S. PRAGER
JIM MYERS
DAVID R. MILSTEN
ALICE J. HEINECKE
ROBERT STONE
LOUIS E. TAPPE
HAROLD FITZGERALD

With a Program Service that will set the town on fire—

the SESAC Program Service and your **best** Library buy!

The SESAC Library is **lowest in cost** for a complete Program Service.

SESAC Inc. **Suite 731-732** **Palmer House, Chicago**
NARTB May 23 - 27, 1954

If you don't plan to come for the Convention —

WRITE WIRE PHONE

for information about the SESAC Transcribed Library

SESAC INC. 475 Fifth Avenue, New York 17, N. Y.

way until we set up a separate organization and one of the things that helped BAB to get rolling was the enthusiastic support, financially and promotion-wise, of the networks.

Networks, stations and reps are all working together for the good of BAB—which means the radio broadcasting business.

In setting up a TAB, there is no reason to have differences interfere with an organization designed to help sell television advertising. If any segment of the television business is left out, you publicly tell the buyer of advertising, as well as the television industry, that you are not united in your belief that television advertising pays, regardless of whether it is spot, national, local or what have you.

Let's hope the groups get together and that everyone becomes a part of TAB and is allowed to pay dues and is represented on the Board.

Edgar Kobak, President
Advertising Research Foundation,
New York

ESE (Editor's Secret Exposed)

EDITOR:

I thought the A.N.S. (Alphabetical Noodle Soup) in print went pretty much out of style with the passing of F.D.R. and H.S.T.

But a quick perusal of today's issue of B•T shows me how wrong I am. I was pulled up to a Q-S (quick stop) when I read the head on the top item, Col. 1, p. 80:

NARTB Asks NLRB to Rule on AFM-AFTRA Dispute.

And so, while awaiting proofs from G. D. on our next D. T. in B•T, I checked (not too carefully) the Alphabetical Designations throughout the issue. Omitting all station and network call letters, my survey shows 32 separate Alphabetical Noodle Soups, many of which would be complete Greek to me, if somewhere in the story an identification had not appeared.

FCC
GOP
NAB
NARTB
ACCF
RETMA
VA
S & M
BBD&O
BAB
RKO
NCAA
TPA
GE
ARB
TAB
AWRT
PAB
DBA
BNF
PAAA
UHF
VHF
RWG
AFM
AFTRA
IATSE
NLRB
AT&T
BMI
BECC
B•T

Anyhow the system is sure a boon to HW (headline writers).

R. M. Fleming
Sales Promotion Director
WCKY Cincinnati

Bryson Bill Advocate

EDITOR:

I would like to add my voice to that of Mr. Soper of Washington, D. C., who registered a vote in favor of the Bryson bill in the OPEN MIKE section of the May 10 issue.

With increased advertising through the years on the part of the alcoholic beverage people, sales have naturally zoomed. The results have been broken homes, brawls, industrial accidents, cases of hopeless addiction, skid row derelicts roaming our cities, suicides, murders, and traffic accidents involving drinking that yearly take more than 8,000 lives and injure 200,000 more. . . .

I've worked in radio for over ten years, but I wouldn't hesitate to move to another industry if I felt I couldn't make a go of it in radio without taking the money of the alcoholic beverage outfits who have probably promoted more unhappiness than any other one industry.

J. Paul Hunsberger
Vineland, N. J.

we always send
a man to do a
man's job

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

RADIO **H-R** TELEVISION
TELEVISION, INC.
REPRESENTATIVES, INC.

380 Madison Ave., New York 17, N. Y.
OXford 7-3120
35 E. Wacker Drive, Chicago 1, Illinois
RA ndolph 6-6431

And On the West Coast:
Harold Lindley, Vice President
6253 Hollywood Blvd., Hollywood 28, Calif.
HOllywood 7-1480
James Alspaugh, Manager
155 Montgomery Street, San Francisco, Calif.
YUkon 2-5701

WELCOME during NARTB • SUITE 2431 MORRISON HOTEL

*Adapted from the outstanding best-sel

*Eagerly awaited by millions of fa

THE ADVENTURES

starring **HUGH MARLOWE** with Florenz Ames as Inspector Queen

a
tpa
sales
builder

f our times . . .

OF ELLERY QUEEN

Here's a new TV show that's as reassuring as money in the bank . . . a first-run series that's backed by a 25-year habit of success.

A SUCCESS IN EVERY MASS MEDIUM

In print . . . on the screen . . . on the air—"Ellery Queen" has consistently spelled "box-office". On TV live—on a handful of DuMont-cleared stations—"Ellery Queen" demonstrated an amazing ability to dominate its period, without any "inheritance" . . . against any competition. Now, specially filmed for TV . . . starring the man who created the radio role, "Ellery Queen" is marked for new highs.

A TREMENDOUS READY-MADE AUDIENCE

The readers who made "Ellery Queen" a 30,000,000-copy best-seller . . . the movie goers . . . the former listeners and viewers—these are the people who give this new series a ready made, multi-million audience. Marlowe fans who have enjoyed his work on stage and screen ("Voice of the Turtle" . . . "Twelve O'Clock High" and many others) will swell the figure. And top production—all down the line—will win and hold new viewers for this series.

A SHOW THAT CAN'T MISS

To the proved commercial impact of mystery shows, "The Adventures of Ellery Queen" adds the power of a great name . . . the prestige of fine dramatic programming. Call, write or wire for the full story, and for franchises in areas where you need a show that can't miss.

Television Programs of America, inc.

477 MADISON AVENUE, NEW YORK 22, N. Y. • 1041 N. FORMOSA AVENUE, HOLLYWOOD 46, CALIF.

WBNS-TV
the nation's
leading test market station

FOOD AND HOME PRODUCTS SHARE THE SPOTLIGHT with guest cooks on WBNS-TV's popular daily "Kitchen Fair" show.

Jeanne Shea, veteran TV hostess and homemaker, integrates commercials and interviews as her guest cooks, selected from various sections of Central Ohio, demonstrate favorite recipes, menus and homemaking hints.

Ann Hunziker, graduate home economist and homemaker, acts as coordinator for this highly successful sales vehicle. "Kitchen Fair's" guest format assures variable publicity and promotion potential throughout Central Ohio.

Viewers enthusiastic reaction is verified by such typical comments as . . . "I thoroughly enjoy your program and think the visiting cook plan is a very good one . . .", again providing a top vehicle in proving WBNS-TV's position as the nation's leading test market station.

Spot participation availabilities on request.

WBNS-TV
COLUMBUS, OHIO • CHANNEL 10
CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*
REPRESENTED BY BLAIR TV

JANE DARDEN

on all accounts

STRONG advocate of the spot announcement, both in radio and tv, is Jane Darden, radio-tv timebuyer at Frank Bull & Co., Hollywood advertising agency specializing in broadcast advertising.

Born in Omaha, Neb., of a family descended from the Pilgrims ("They missed the *Mayflower,* but they came in the second boat"), Miss Darden's education at Oklahoma A&M was interrupted by World War II. A civilian army employe, by 1945 she was personnel director of the 8th Army Service Command in Dallas.

After the war she came to Hollywood and was simultaneously introduced to advertising and one phase of radio-tv, as secretary to the advertising manager of Packard-Bell Co., Los Angeles set manufacturer. She entered the agency field in 1949 as a secretary in the Hollywood office of N. W. Ayer & Son Inc. and next year joined Smith & Bull Advertising, forerunner of the present firm.

First a secretary to Mr. Bull, within a year she had learned and assumed the position she now holds. "Frank Bull is a pioneer in complete saturation spot announcement campaigns," she says, explaining her preference for this type of promotion. To her, such a campaign involves 70-100 spots a week on each station used, during the daytime and early evening hours.

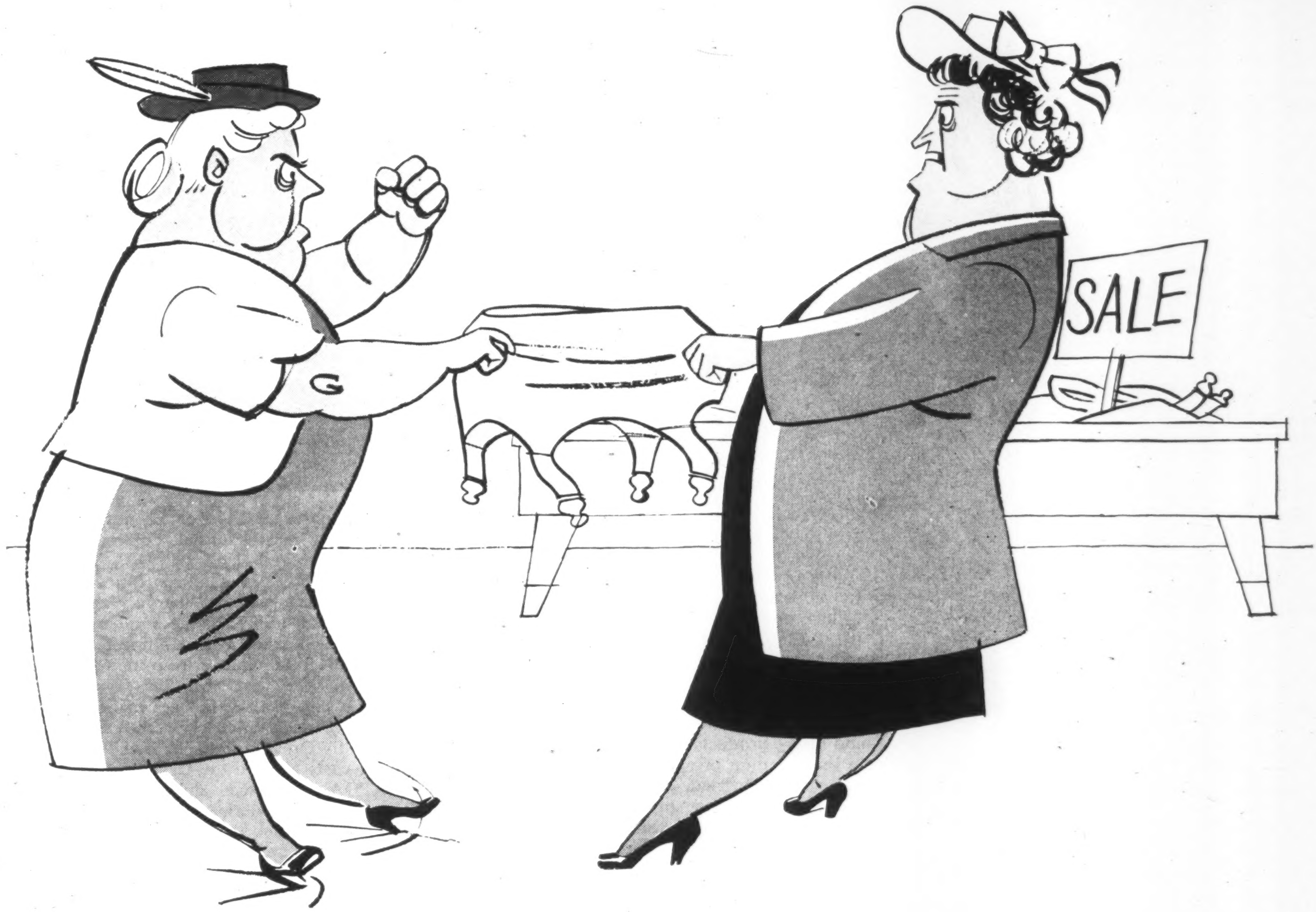
While emphasizing that each advertiser presents a different problem, Miss Darden likes the early morning radio spot, to catch the arising and the driving-to-work adult audience, and the late evening tv movie participation. She feels that evening radio, opposing the best tv hours, is not suitable for a saturation spot campaign.

Miss Darden buys radio and tv time for such national and regional accounts as Seaboard Finance Co., Marshall & Clampett (Plymouth-DeSoto dealers), Western Harness Racing Assn., Harlem Globetrotters (West Coast) and Slim Beverages (Chic).

"The trend is to spots," she says. "Other agencies are following our example. Spots produce the best revenue for client, station and agency."

As a spot announcement supporter, she feels the practice of some stations in running as many as 4 or 5 spots consecutively is detrimental to both station and client, and should be curtailed.

Now a confirmed Southern Californian, Jane Darden spends her leisure moments listening to music (she majored in voice in college, but ruefully admits her music is mostly passive these days), is an amateur painter and is fond of wire-haired fox terriers.



It's No Draw...in Omaha

There's no stretching or struggling to determine the BIG TV bargain in the Omaha area . . . it's KMTV everytime. Proof of this statement is reported in the latest Telepulse (March 7, 1954) showing these viewer preferences in Omaha:

(1) KMTV again leads with 8 of the top 10 weekly shows. KMTV also has Omaha's MOST POPULAR LOCAL SHOWS.

(2) Of the 98 class A quarter hours (6:30-10:00 p.m.) telecast weekly in Omaha, KMTV leads by 82% in the number of most-watched shows.

(3) From Monday through Friday, KMTV leads in all three Pulse time periods by a margin of 15% and greater.

(4) For all telecasting hours Saturday, KMTV leads by half again as much as Omaha's next station. And on Sunday KMTV leads again in all three Pulse time periods.

With maximum power and low channel 3, KMTV delivers a stronger, more dependable signal to the 240,000 sets in the rich 2 billion dollar Missouri valley market. It's no wonder that today KMTV has almost 22% MORE national spot advertisers than Omaha's second TV station * . . . more proof of KMTV's complete leadership. Contact KMTV or Petry today.

* *First Quarter Rorabaugh Report (Released April 25, 1954)*

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

- CBS-TV
- ABC-TV
- DUMONT

OMAHA

Represented by
Edward Petry & Co., Inc.

NOW
KWTO
5,000 WATTS
FULL TIME
DAY & NIGHT

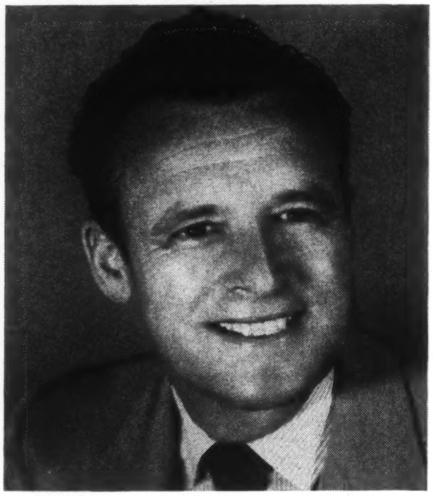
POTENT
X X X
STUFF

KWTO
Preferred Position
on the Dial
560 kc.
KWTO
DOING A BETTER
JOB THAN EVER
COVERING THE
BILLION DOLLAR
OZARK EMPIRE

REPRESENTED NATIONALLY
BY JOHN E. PEARSON CO.

our respects

to FIN HOLLINGER



THE TRANSITION from Canuck to Kanaka that encompasses the broadcasting career of Thomas Finlay Hollinger is a 21-year flurry that scarcely could have escaped the notice of the industry and of the advertising world.

Born in Toronto to Irish parents on Jan. 26, 1912, Fin Hollinger, executive vice president and general manager of KPOA Honolulu and immediate past president of the Hawaiian Assn. of Radio & Television Broadcasters, since 1951 has been using the limerick (an Irish device) and native products to bring the Islands market to the attention of agencies and advertisers.

He found his flair for writing early, serving two terms as editor of his high school newspaper. Later he took an extension course in journalism at the U. of Toronto.

After some seasoning in newspaper work, he moved over into radio in the mid-depression days of 1933, transferring his weekly newspaper sports column into a weekly radio sports commentary. He got behind a microphone full-time in 1937, doing play-by-play accounts of hockey and baseball on CJKL Kirkland Lake, in the northern Ontario gold fields.

It was at Kirkland Lake in the winter of 1938 that the country heard of Fin Hollinger when a press story told of the hockey broadcaster whose hand became frozen to the microphone in a temperature of 50 degrees below zero.

Timebuyers and advertising managers became startlingly aware of Mr. Hollinger's sales promotion ingenuity when he shipped live lobsters to agency men all over the eastern U. S. and Canada to focus attention on the lobster fishing town of Yarmouth, Nova Scotia, where he became station director of CJLS in 1939. The letter introducing the lobster was written on heavy canvas duck, one of the few items manufactured in the little coastal city.

Mr. Hollinger married a Toronto girl, Elizabeth Dickson, in Yarmouth in 1939, and moved across the border in 1940 to become commercial manager of WHLD Niagara Falls, N. Y. Then he moved to southern California, working briefly at KMTR Hollywood before joining Don Lee Network to manage KDB Santa Barbara. He spent a total of nine years at Santa Barbara with KDB and KIST, during which he served terms as president of the Santa Barbara Ad Club and Lions Club.

When Fin Hollinger in 1951 was appointed general manager of KPOA Honolulu, his promotional imagination ran riot in behalf of KPOA and its sister station, KILA Hilo, together known as the Inter-Island Network.

Mr. Hollinger mailed to admen, with one of his famous limerick letters preceding the shipment, such unusual offerings as grass skirts, Aloha shirts, Kona (Hawaiian-grown) coffee, pineapples, papayas, flower leis and coconuts, the last following a letter promising the recipient "the most unusual Easter egg you'll receive this year."

In trade circles he has been called "the bard of radio management." When a Hawaiian volcano erupted in 1952, the molten lava had barely cooled when Mr. Hollinger dispatched chunks of it as unique souvenirs to agency people all over the U. S.

Mr. Hollinger has focused nation-wide attention on a Hawaiian population that is predominantly Oriental in background. After each of his yearly trips to the Orient, made because of KPOA's exclusive affiliation with JOKR, Tokyo's 50-kw American style commercial station, he sends back reminders to the advertising trade, such as yen notes attached to a letter headed, "I have a yen for you." Genuine Japanese chopsticks were sent to a hundred timebuyers with the remark, "These are standard equipment in 50,000 homes out here in Hawaii." Miniature ivory Buddhas grace the office desks of many ad people.

One of the first proponents of HARTB, Mr. Hollinger became its first vice president. Upon moving up to the presidency, he led Islands broadcasters' fight for free newspaper log listings, for a lower tariff on trans-Pacific shortwave charges and other items of general interest to the industry. He declined to run for re-election this year, whereupon the HARTB board voted a change in its constitution to make him automatically a director for at least another year.

The Hollingers live in Aina Haina, a valley suburb of Honolulu, a few hundred yards from the ocean. Their hobbies are in oil and water—Mrs. Hollinger being proficient in oil painting and Mr. Hollinger a swimming enthusiast. Not content with the nearby Pacific, they currently are building a fresh water pool.

They have two children, Bradley Thomas, an 11-year-old junior news announcer at KPOA, and Lynne Ellen, 7, who is studying hula. The family makes an annual visit to hometown Toronto and New York, and persons who know Mr. Hollinger say it would be no surprise if he primed his seven-year-old to do a grass-skirted hula in New York agency offices this summer.

KPOA's new owner, the Tele-Trip Policy Co. of New York, hopes to expand its radio and tv holdings into several mainland cities, and plans to capitalize on Mr. Hollinger's two decades of broadcasting experience by using him in an advisory capacity on future station acquisitions.

When he became a U. S. citizen in 1945, Mr. Hollinger dropped his Canadian status, and actually falls a little short of being a Hawaiian Kanaka, since his many activities leave him little time for luau feasts and beachcombing.

How to prepare for Color TV

BROADCAST
NEWS
COLOR TELEVISION
ISSUE

The indispensable equipment guide *for every TV Station* planning color operations

What's in the Color Edition

- **The RCA Color TV System**
- **What Color TV Means to the Broadcaster**
- **Television Transmitter Operation with Color Signals**
- **How to Plan for Color TV**
- **RCA Color Studio Camera, TK-40A**
- **RCA Color Slide Camera, TK-4A**
- **RCA Color Film Camera, TK-25A**
- **RCA 16mm Color Film Projector, TP-20A**
- **RCA Color TV Monitor, TM-10A**
- **RCA Colorplexer, TX-1A**
- **Test Equipment for Color Television**
- **RCA Color Sync Generator Equipment**
- **Video Amplifiers in Color Signal Transmission**

THIS SPECIAL 80-page issue of RCA Broadcast News has been prepared specifically for the TV station man who is getting ready to work with color. Filled with authentic information not found in its entirety anywhere else, this issue includes important facts you'll want to know about color Now . . . such as general operating theory of the color telecasting system, how to plan studios and stations for color, types of equipments and systems required, how to make equipment changeovers for color.

Copies of this special color issue of Broadcast News may be obtained from your RCA Broadcast Sales Representative. Or write Section 503, RCA Engineering Products, Camden, New Jersey.

The only 100% engineering-operations journal for station men

BROADCAST
NEWS

Read by broadcasters and telecasters longer than any technical magazine of its kind in the industry, RCA BROADCAST NEWS is prepared specifically to keep station men up-to-date on equipment-and-station operations. It includes straight-to-the-point facts on planning installations, testing and operating station equipment—newsy stories about stations from the stations themselves—interesting articles on "how-it-works" and "how-to-do-it" for the everyday job—plus equipment information you can find in no other periodical. RCA BROADCAST NEWS is published every other month. Ask your RCA Broadcast Representative to put you on the list to receive it regularly.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

Announcing .....AT THE NARTB C

THE REVOLUTIONARY NEW

WORLD

COM

PLA

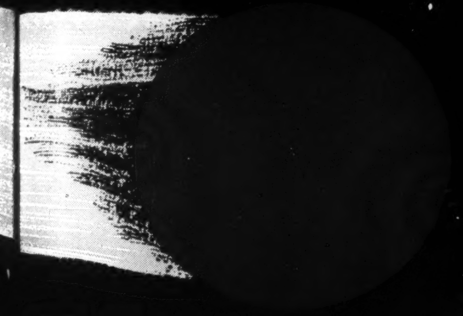
WORLD...
first with 1000
subscribers!

IT'S A BALL OF

BRING YOU

AND YOU

VENTION, ROOMS 701 AND 704



A GREAT NEW PLAN FOR

Sales!

MET

N

A GREAT NEW PLAN FOR

Programming!

FIRE. . . A PLAN TO

OSTS DOWN . . .

PROFITS UP!

WORLD

SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD

How little it takes

If you're buying radio not just for a long-range "institutional" purpose but to *move goods now*, take a hint from some of today's smartest advertisers: Get the most for the least—buy *spot radio, on key stations.* In comparison with *any other* advertising, the cost is chicken feed. A handful of good stations will cover the kernel of the market. WJR alone, for instance, covers 10% of U. S. buying power. Ask your Henry I. Christal man.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area: 15,000,000 customers

BROADCASTING TELECASTING

May 17, 1954 Vol. 46, No. 20

BRICKER, JOHNSON MEASURES DESIGNED TO EASE UHF ILLS

With uhf-multiple ownership hearing to start in the Senate this Wednesday, Sens. Bricker and Johnson provide prologue. The Coloradan seeks to cut taxes on uhf receivers. The Ohio Republican would institute FCC regulation of networks. Affiliation is noted as a factor in uhf survival. Potter group will recess over NARTB convention week.

THE UHF-MULTIPLE OWNERSHIP hearing begins in the Senate this Wednesday but not without an exciting prelude.

Senators, up in the air over constituent pressure, last week pulled the ripcord on uhf, dropping two bills into the Senate hopper.

The first landed Tuesday. Sen. Edwin C. Johnson (D-Colo.), of the Senate Interstate & Foreign Commerce Committee, proposed an amendment to the revenue laws which would eliminate the 10% Federal excise tax on uhf receivers, all-band sets and uhf components. He also is a member of the Senate Finance Committee now studying revenue revision.

On Thursday, Sen. John W. Bricker (R-Ohio), chairman of the powerful Commerce Committee, let fly with his measure (S 3456) which would empower FCC to regulate radio and tv networks.

Pinpoints Uhf Difficulties

Sen. Bricker subtly pinpointed what he had in mind when on the floor of the Senate he referred to the uhf picture. The Senator noted FCC figures showing 60 tv grants in uhf "dropped or surrendered by the holders" since the tv freeze was lifted in April 1952. Twelve of the total 72 grants in this category, he told his colleagues, were in vhf. He told Senators:

> **We have reason to believe that many of these failures are due to the fact that the stations were denied programs by the various operating networks. It is that field, which, through this bill, we seek to explore.**

Sen. Bricker added:

> **Since the original Communications Act of 1934 was enacted by the Congress, networks have grown to dominate the broadcast field. The ability of an individual station to obtain network programming too often determines whether that station lives or dies.**

The Senator asserted his committee had received complaints "from all parts of the country, and also from several Senators, outlining the difficulties encountered by certain broadcast stations in negotiating affiliations with the various networks."

Sen. Bricker noted, "Under the Communications Act of 1934, the FCC has the full responsibility of making available, so far as possible, to all the people of the U. S., a nationwide, efficient radio and tv service. The public interest requires this service.

"If the FCC is unable or is hampered in carrying out this objective because of the lack of authority, then the Congress must act accordingly."

Sen. Bricker's bill was seen by some observers as an antidote to a condition claimed by disgruntled uhf operators to exist in mixed markets wherein vhf operators are accorded network affiliations.

Commerce Chairman Bricker indicated he would press for an early hearing on his network bill. In a statement, released by the committee, the Senator said he had requested FCC and other Government agencies "to submit comments as soon as practicable on the bill, preparatory to exploration of the matter by the committee."

SEN. JOHN W. BRICKER
Charges stations denied programs

A source close to Sen. Bricker said the bill could not be heard until after June 9 because of committee business still pending. The spokesman said the full committee rather than the Communications subcommittee will consider the bill although it is quite certain the measure will be brought up at the uhf hearing.

The subcommittee, meanwhile, assured broadcasters the uhf hearing schedule would not skid into broadcaster plans to attend the NARTB convention (beginning next Sunday). The hearing, starting at 9 a.m. Wednesday, will run mornings and afternoons through Friday, then recess until "the first part of June." Some 40 witnesses in all are expected to testify.

Network witnesses and some station operators will be heard after the recess, it was explained. The networks have indicated they desire additional time to prepare their testimony. And as some observers noted, certainly after the Bricker bill's introduction this would be the case.

In New York, network officials, contacted by B•T on the Bricker bill, withheld comment.

The Johnson amendment is designed to stimulate manufacturers to produce tv receivers tuned for uhf reception, and at the same time, to make the price more attractive for tv set buyers or for present set owners to convert for uhf.

Sen. Johnson has his fingers crossed on the timing of his proposal. The Senator told B•T that while he was trying not to "get too optimistic" over his suggestion, he thought it would merit appeal by the Finance Committee.

He said he thought that group had another two weeks of work and if the uhf hearings move along as scheduled with a minimum of disruption from the McCarthy-Army controversy, "we might be able to get a lift" from the Potter uhf study.

NARTB'S tax committee, in the meantime, warmly received the Johnson proposal.

The Bricker bill would amend Sec. 2 (a) of the Communications Act which defines the terms used in the law, by adding a definition of network as follows:

"Any person who operates a system which, for the purpose of simultaneous or delayed broadcasting of identical programs, in any way interconnects or affiliates any two or more broadcasting stations."

Could Regulate Networks

It also would amend Sec. 303 of the Act which is titled, "General Powers of the Commission." The addition proposed by Sen. Bricker would give FCC the "authority to establish rules and regulations and make orders with respect to networks and such of their activities as affect licensed broadcast stations to operate in the public interest."

It has been common knowledge on Capitol Hill that many uhf operators in this election year have been pounding away at legislators for Congressional "relief." A number of Senators have taken these complaints to the committee which has jurisdiction over communications. At the same time, complaints have been received from Ohio, Sen. Bricker's home state.

Earlier this spring, Ronald B. Woodyard of WIFE (TV) Dayton, met with Sen. Bricker to inform him that the station (uhf ch. 22), which went on the air last October, was suspending operations March 13 [AT DEADLINE, March 15]. Mr. Woodyard had said he hoped the outlet could return to the air before Aug. 4 when the station's construction permit and STA expire. He was reported to have criticized refusal of the major networks to provide program service for his station which cited financial loss incurred for the period after it went on the air.

Mr. Woodyard is slated to testify before the communications group.

The Potter subcommittee, made up of Chair-

Bryson Bill, Too

THE UHF hearing overshadows nearly everything on Capitol Hill affecting broadcast matters. But an important hearing will be going on in the House at the same time (Wednesday through Friday of this week) on the Bryson bill which would bar alcoholic beverage advertising [B•T, April 26 et seq.].

The uhf hearing will be held at the U. S. Capitol in Room G-16, starting at 9 a.m. The Bryson bill session will be in the House Interstate & Foreign Commerce Committee's regular meeting room, (1334), in the New House Office Bldg., starting at 10 a.m.

Last week, the Distilled Spirits Institute released a "memorandum" to news editors labeling the Bryson bill as discriminatory, unconstitutional, a "prohibition bill," an attempt to supersede state governmental powers and regulations of Federal agencies. DSI noted it has voluntarily refrained from advertising on radio-tv.

man Charles E. Potter (R-Mich.), Sens. Andrew F. Schoeppel (R-Kan.), Eva Bowring (R-Neb.), Lester C. Hunt (D-Wyo.) and John O. Pastore (D-R. I.), will get down to business at 9 a.m. Wednesday when the FCC (probably Chairman Rosel H. Hyde, possibly others) is scheduled to take the stand.

FCC will be followed in order by these organizations and witnesses, according to an advance subcommittee list:

The Uhf Industry Coordinating Committee, represented by a number of uhf station operators [B•T, May 3, April 26].

The Radio-Electronics-Tv Mfrs. Assn., represented by Glen McDaniel, president.

Dr. Allen B. DuMont of the Allen B. DuMont Labs (operator of DuMont Tv Network).

Dr. W. R. G. Baker of General Electric, possibly others.

W. W. Watts, vice president, RCA technical products division.

Blair Foulds of General Precision Labs, Pleasantville, N. Y.; the uhf Tv Assn., presentation headed by counsel W. A. Roberts and a number of broadcasters [At Deadline, April 26]; Lou Poller, WCAN-TV Milwaukee; Mr. Woodyard of WIFE; Don Burton and William Craig of WLBC-TV Muncie, Ind.

Mortimer W. Loewi, WITV (TV) Ft. Lauderdale, Fla.; Morris Berman, New York engineer; Sarkes Tarzian, uhf equipment maker and also of WTTV (TV) Bloomington, Ind.; Vincent Lutz, St. Louis, representing tv service firms; Larry H. Israel, WENS (TV) Pittsburgh; Thomas Martin, WEEU-TV Reading, Pa.; J. Patrick Beacom, WJPB-TV Fairmont, W. Va.; Philip Merryman, WICC-TV Bridgeport, Conn.; Gordon Brown, WSAY Rochester, N. Y. (am station); William Scripps of Detroit.

S. W. Townsend, WKST-TV New Castle, Pa.; National Citizens Committee for Educational Tv, represented by Robert R. Mullen, executive director.

ABC-TV, Ernest Lee Jahncke Jr., vice president; DuMont Tv Network, Dr. DuMont; NBC-TV, Joseph V. Heffernan, vice president; CBS-TV, J. L. Van Volkenburg, president; Storer Broadcasting Co.; Raymond Wilmotte, consulting engineer, and others not yet listed as confirmed

REGGIE SCHUEBEL FORMS OWN AGENCY AS SUCCESSOR TO WYATT & SCHUEBEL

Miss Schuebel forms Reggie Schuebel Inc. as John Wyatt severs his connections with the New York agency consultants, and is expected to announce his plans soon. Schuebel firm moves to new quarters.

REGGIE SCHUEBEL, partner and co-founder of Wyatt & Schuebel, New York, agency consultants, has announced the change of the firm name from Wyatt & Schuebel to Reggie Schuebel Inc. All staff members of the organization will continue in their present capacities. John Wyatt, partner of the firm, severs his connection with the company effective immediately and will announce his own plans in the near future, Miss Schuebel said.

MISS SCHUEBEL

With the reorganization, Reggie Schuebel Inc. has taken new and larger quarters at 7 East 47th St. and will continue to serve as New York representative of the following "out-of-town" advertising agencies: Henry Kaufman Agency, Washington; Lester Harrison Inc.; Charles L. Rumril & Co., Rochester; Hermon W. Stevens Agency, Boston; Westheimer & Block, St. Louis, among others. Among the radio and tv clients of these agencies which will continue to be serviced by Miss Schuebel under the new setup are Lutheran Synod, Salada tea, Fanny Farmer candy, Banburry coats, and the CIO. Several new accounts also have been in negotiation with the company, she said.

Directed Bulova Campaign

Miss Schuebel, sole head of the new firm, was one of the prime movers in the original Bulova decision to concentrate exclusively on time signals in its air promotion. As radio director and Bulova account executive at Biow Co., she placed the time directly for the first great campaign of the watch company. She also has attained prominence in the production field, producing such programs as *Thanks to the Yanks* for R. J. Reynolds Tobacco Co.'s Camel cigarettes; *One Man's Family* for Sweetheart soap, and the long-time favorite *Take It or Leave It* for Eversharp, among others.

Immediately prior to forming her own company, Miss Schuebel was head of the radio and television department of the Duane Jones Agency and before that, director of the radio department as well as account executive on the Bullova Watch account for Biow Co. in New York.

Florida Citrus Sets 'Questions' on ABC-TV

THE half-hour *Twenty Questions* tv show will be put to work on ABC-TV July 6 selling Florida citrus products, as the result of action taken at a special Florida Citrus Commission meeting May 10 at Lakeland.

The commission, a state agency, approved a $720,000 contract for the show to go on the air on ABC-TV (Tues., 8:30 p.m. EDT) for 44 weeks. Representatives of The J. Walter Thompson Co., representing the Citrus Commission, said the agreement includes options to finish out the 52-week period at $5,750 per week, add a second year at $6,325 weekly, and a third year at $6,900 per week.

The ABC-TV hookup will include 47 stations and will cover virtually the same cities the commission now is reaching with the Dave Garroway show *Today* on NBC-TV. The new schedule will not include Lancaster, Pa., and Wilmington, Del., the only exceptions. The Citrus Commission leaves *Today* around June 1.

Thompson Co. spokesmen said the Tuesday show is considered well timed because it gives a good audience distribution among adults and children, and because "it will be an educational show with its main competition from two comedians (Berle on NBC and Skelton on CBS)."

The new lineup of stations on ABC-TV will offer a chance to build an impressive rating, Citrus Commission members believe. Present plans call for *Twenty Questions* to be used largely in grapefruit promotion, with the newly-acquired Tom Moore radio show ($800,000 on MBS) [B•T, May 3] to be assigned the lion's share of orange promotion. The radio-tv budget accounts for nearly half the commission's ad funds.

Texas Agency Merges With McCann-Erickson

WILKINSON-SCHIWETZ & TIPS Inc., Houston, largest local advertising agency in Texas, and McCann-Erickson, New York, fourth largest agency in the U. S., have agreed to merge, Joseph P. Wilkinson, president of W-S &T, announced last week.

"Pending the consummation of the merger," Mr. Wilkinson said, "the operations of the two companies will be coordinated and the creative, research and marketing services of McCann-Erickson . . . will be made available to our 31 clients as of June 1, 1954. The business on or after that date will be conducted in the name of McCann-Erickson Inc. Otherwise everything will be the same. Since accounts, methods and employes will remain unchanged, the transition should occur uninterruptedly."

Mr. Wilkinson will become a vice president

ANNOUNCING A B•T EXCLUSIVE

STARTING in the June 7 issue, Broadcasting•Telecasting will publish a series of articles telling the inside story of package goods advertising.

The author: Duane Jones.

In the past quarter-century Mr. Jones has earned a reputation as the "boxtop king" because of his many innovations in the use of advertising to move package goods. In this exclusive B•T series, condensed from a book Mr. Jones plans to publish, he will describe the development of the 15 basic techniques of package goods advertising.

It will be a story that has never before been told, a story that will be instructive to both novices and experts in the advertising field.

The Editors

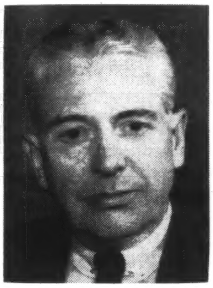
of the merged agency and will manage the Houston office. Kern Tips, executive vice president of W-S&T, will become a vice president and will devote himself to account work and new business. E. M. Schiwetz, one of the founders of the Texas agency, will continue with the newly-merged firm.

"The merger of our two companies," Marion Harper Jr., president of McCann-Erickson, said, "should be mutually advantageous. . . . We of McCann-Erickson are confident that our new Texas operation will grow along with the whole Southwest."

Under the terms of the merger, all W-S&T employe-stockholders will become stockholders in McCann-Erickson.

Among Wilkinson-Schiewetz & Tips' clients are: Humble Oil & Refining Co.; Anderson Clayton & Co.; Texas Rice Promotion Assn.; Houston Natural Gas Co.; First National Bank of Houston and Foley's Department Store.

FC&B Elects Whitney Exec. V.P. in Charge of N.Y.


MR. WHITNEY

ELWOOD WHITNEY, since 1943 vice president of Foote, Cone & Belding, New York, has been elected executive vice president in charge of New York operations of the agency, it was announced last Wednesday.

Mr. Whitney has served as creative chief on many large national accounts. He was elected a director of the agency in 1951. He is a member of the board of governors of the American Assn. of Advertising agencies.

Willem to Thompson Co.

APPOINTMENT of John Willem to the account service staff of J. Walter Thompson Co., Chicago, is to be announced today (Monday) by George Reeves, vice president and manager of that office. Mr. William has been vice president of Leo Burnett Co. for 10 years and was on such accounts as Toni Co., Pillsbury Mills, Pure Oil Co. and Bauer & Black. He was credited with helping expand Burnett's radio-tv, research and marketing activities. He has been chairman of the central council's board of the American Assn. of Advertising Agencies the past two years.

$221 Million for Cars

LOCAL advertising expenditures by new car dealers last year for radio-tv, newspapers, handbills and signs amounted to approximately $221 million or an estimated $5,266 per average dealer, the National Automobile Dealers Assn. has announced.

The statistics were compiled by NADA's business management department and show that the nation's new car retailers spent an average for local ads in 1953 of $38.06 per new car sold. The figures, however, do not include dealer expenditures for factory cooperative ads and national tv shows.

RECENT media tests in Philadelphia for McCormick & Co. (tea), conducted by Cecil & Presbrey with BAB cooperation among radio, tv and newspapers on a dollar-balanced basis, showed radio produced much greater traffic and sales. Studying results (l to r): seated—Frank P. McCord, C&P research vice president; Edward B. Noakes, C&P vice president and account supervisor; Keene A. Roadman, McCormick advertising manager; standing—William J. Hecker, C&P account executive; Rudy Pecorini, BAB research director; Ted Maxwell, BAB sales executive.

Texaco to Return to Tv With Durante Fall Show

THE TEXAS Co. will sponsor three out of four half-hours, Saturday nights at 9:30-10 p.m. on NBC-TV, with a program featuring Jimmy Durante, starting in mid-September. The four weeks will be included in a "spectacular" show which has not yet been sold by NBC-TV. Kudner Agency, New York, is agency for Texas. This is the firm's return to television after a year's absence. Previously Texas Co. sponsored the *Milton Berle Show*.

American Oil Boosts Glazier

PROMOTION of George M. Glazier, director of sales training and sales promotion for the American Oil Co., to manager of advertising and sales promotion of the company was announced last week by Herschel C. Smith, president. He succeeds Emil F. Kalkhof, who retired May 8 after serving 37 years as the company's first advertising manager.

Gillespie Named K&E V.P.

DAVID J. GILLESPIE Jr., who has been with Kenyon & Eckhardt, New York., since 1937, has been elected a vice president of the agency and will be transferred from the media department to the account management staff on the Lincoln-Mercury account. Lucian R. Bloom, media manager of K & E, succeeds Mr. Gillespie as media coordinator in New York.

Smith, Agency Head, Dies

FUNERAL services were conducted Thursday for Walter E. Smith, 73, president and a founder of Rogers & Smith, Chicago advertising agency. He died last Tuesday. Mr. Smith had served as president of the agency since its founding in 1917. Surviving are his wife Lillian, two brothers and a sister. Services were held in Oak Park and burial was to be in Dallas, Tex.

Plans Spots Again

LEVOLOR-LORENTZEN, New York, manufacurer of venetian blind components, announced last week that it has a $750,000 nationwide advertising budget for 1954, including its program *Levolor Short Story Theatre*, placed on a national spot basis for the third consecutive year. Radio advertising will also be used extensively along with other media. Friend-Reiss-McGlone, New York, is agency.

SPOT NEW BUSINESS

Hunt Foods Inc., L. A. (canned tomato sauce), as part of its market-by-market saturation campaign, starts intensive 13 week spot announcement schedules on nine San Francisco bay region stations and in early June concludes similar promotion on 12 New York area stations. Agency: Young & Rubicam Inc., L. A.

Pacific Telephone & Telegraph Co., San Francisco, to sponsor in an undetermined number of markets, starting in the fall, a new series of musical half-hour films *This Is Your Music*. **Jan Productions Inc.,** Hollywood, is to produce series.

NETWORK NEW BUSINESS

Kellogg Co. renews Tuesday and Thursday, 5:30-45 p.m. portions of *Howdy Doody* (NBC-TV, Mon.-Fri., 5:30-6 p.m. EDT) for 52 weeks effective June 1. Agency: Leo Burnett Co., Chicago.

Procter & Gamble Co., Cincinnati (Ivory Soap, Crisco, Gleem Toothpaste), will repeat eight NBC-TV *Fireside Theatre* films under title, *Summer Playhouse*, as program's summer replacement on NBC-TV, starting July 6, Tues., 9-9:30 p.m. EDT. Firm resumes *Fireside Theatre* on NBC-TV, Aug. 31. Agency: Compton Adv. Inc., N. Y.

Hotpoint Co., division of General Electric Co., Chicago, renewed alternate-week sponsorship of *The Adventures of Ozzie and Harriet*, ABC-TV, Fridays, 8-8:30 p.m., effective July 2, for 52 weeks. Agency: Maxon Inc., N. Y.

Parrish Radio Survey Misleading—Gable

RADIO, skillfully used, produces sales for retailers.

But radio, skillfully surveyed, can be found to produce zero sales-per-dollar-spent and a major department store has a full-fledged set of statistics to prove it.

The store is William F. Gable Co., Altoona, Pa., topping the retail field in that central Pennsylvania industrial market.

Results of a survey conducted by Amos Parrish & Co. at 17 stores [CLOSED CIRCUIT, April 26] showed that William F. Gable Co. obtained no specific sales from its use of radio during the test period.

"The zero result was guaranteed," said George P. Gable, president of the 70-year-old store whose success and prestige are known to all retailers.

"We weren't selling anything on our radio program at the time, so how could we show any specific sales results from purely institutional copy?" he asked. "What kind of surveying is that?"

Mr. Gable is a radio booster. He ought to be, since he also operates WFBG Altoona (founded in 1924) and WFBG-TV (founded in 1953).

Upon receipt of the Parrish report he hit the ceiling, knowing intimately how successful radio has been in building the store to its dominant prestige. In recent months he has developed a "radio saturation formula" and is starting to tell his fellow retailers how effective it is.

Method Questioned

Knowing that Broadcast Advertising Bureau had put up a $16,000 fund in an effort to find what items sell best via radio, Mr. Gable questioned the BAB-Parrish survey technique.

"Instead of showing how radio can be used effectively," he told B•T, "it shows how specific sales were traceable to specific media during a test period with no regard to the particular advertising policies or techniques of the store at the time of the survey.

"I personally didn't even know the Parrish study was being made at our store at the time," Mr. Gable said, "One day a letter asked for the store's cooperation in the survey but nobody paid much attention to it because we were working on a new radio technique.

"The survey did not get the correct radio story from our store. Instead it got the exact opposite. The only radio we were using at the time was the historic morning musical program on WFBG, *Gable's Golden Trio*. This live trio plays quiet, listenable music. The program is a tradition in Altoona and is maintained on a public service basis.

"Announcemnts are friendly, following a strict institutional pattern. No attempt is made to sell merchandise. Instead we merely mention the store's name, accompanied by a prestige theme, and sometimes casually mention specific items.

"Yet on the basis of that program, the survey results are presented as showing the effectiveness of radio. Naturally no traceable sales results can be developed in research of this sort since selling copy was not used. Sales results can't be traced from suggestive copy.

"The study was not conducted to show the relative effectiveness of radio and other media, in the case of William F. Gable Co. In other words, it does not show how radio can be used to sell merchandise nor does it show how radio sells against other media used by department stores.

"At that time we were working on our present saturation-radio idea, which we put into operation last autumn. Radio was merely supplementary at the time of the survey. Stores were surveyed on a basis of what they were doing with radio at that particular time, and many of them were using the meduim purely for public relations rather than selling purposes.

"As far as William F. Gable Co. is concerned, the survey shows absolutely nothing about the effectiveness of media though it purports to show how radio sells goods.

"There are many ways of using radio advertising but this particular study will not show them—certainly not at our store.

"Our saturation technique is proving that radio can sell merchandise. Not long ago we sold out a $4,000 stock of trade-in television receivers by using saturation spots—eight radio spots one day and five the next.

"Last autumn we were concerned over the general business picture. The first two quarters of 1953 had been big ones. Sales were excellent. Then sales started to drop off in August. Like other department stores we started to work out ways of meeting this trend. One of our important answers was the use of saturation radio spots."

Sam Cuff, consultant to William F. Gable Co., told B•T that while the Parrish findings are "completely accurate in the case of the store, radio was not being used at the time for selling purposes. When Gable's started to use radio to sell merchandise, it quickly demonstrated its effectiveness. The same situation could apply to other stores where radio was being employed for public relations rather than selling purposes. It was obvious when the survey was done in Altoona that the results would be completely negative."

Comparative Media Costs

In general, the Parrish study showed that the dollar cost of radio time was 116.2% of sales, based on customers who were aware that the test item was advertised on radio. Newspaper dollar cost was 25.4% of sales, it was found.

Of the dollar sales of test items, the percentages sold to customers aware of each medium were: radio 8.9%, newpapers 55.8%, both 4.4% and neither 30.9%. Newspapers were described as having an even greater advantage over radio in mail and phone sales. Customers aware of radio bought 12.8% of test goods sold in the store and 14.4% of mail-phone goods. Newspaper-aware customers bought 60.9% of goods sold in the store and 88% of mail-phone items, it was found.

At Gable's three items were measured in late October, with complete negative results —which Mr. Gable explained were "guaranteed" because of the survey technique. The items were cotton dresses, men's topcoats and velveteen separates.

The survey shows 76.1% of customers interviewed bought the Gable's test items because of newspapers, 2.8% newspapers and radio, and 21.1% neither. In all, $150 was spent for radio time by Gable's, $145.92 for newspaper space. Test item sales totaled $890.42.

ADVERTISER PEOPLE

Walter Hartig, display advertising manager, The Hoffman Beverage Co., N. Y., appointed advertising manager.

C. A. Willis and **B. J. Farwig** appointed sales director and general sales manager, respectively, Cities Service Oil Co., Bartlesville, Okla.

Van J. Saul, formerly assistant to public relations director, Willys Motors Inc., Toledo, named assistant to advertising and publicity manager, Sherwin-Williams Co. (paint and varnish manufacturer), Cleveland.

Jack J. Spurrier, sales supervisor, New Mexico office, A. P. Green Fire Brick Co., Mexico, Mo., appointed district sales manager, Toledo office.

Jack LeVant, vice president and national sales manager, BB Pen Co., L. A., headquartered in Chicago, has resigned.

AGENCY PEOPLE

Carl M. Post, formerly vice president, Foote, Cone & Belding, appointed Chicago office vice president, Erwin, Wasey & Co., Ltd.

Earle S. Steiert and **W. Raymond Bar** elected vice presidents, Richard A. Foley Adv., Phila.

Donald E. Battle elected a vice president, Ecoff & James Inc., Phila.

Sy Radzwiller, director of merchandising, Krich distributing organizations, to Grey Adv. Inc., N. Y., as member of account executive staff.

MR. RADZWILLER

E. G. Weymouth, advertising dept., Colgate - Palmolive Co. and formerly with Kudner Agency for 12 years, returns to Kudner Agency as assistant director of media.

Byron C. Drachman, art director, Leo Burnett Co., Chicago, named art director, creative div., John W. Shaw Adv., same city. **Janet Carmichael,** formerly with Ruthrauff & Ryan, to copy staff, John W. Shaw Adv.

Frank W. Berrien, formerly with Hewitt, Ogilvy, Benson & Mather Inc., N. Y., to The Whitebrook Co., same city, as copy chief.

Charles M. Kebbe, producer and director of such shows as the *Lili Palmer Show, The Sarah Churchill Show, Life Can Be Beautiful,* among others, to Ted Bates & Co., N. Y., as casting director in radio and tv department.

Alfred F. Calabro, formerly administrative assistant to vice president in charge of radio and tv, Marschalk & Pratt Inc., N. Y., to Wilson, Haight, Welch & Glover Inc., same city, as assistant to first vice president.

Winston Hargrave, assistant to president and media director, Harris McKinney, Phila., to media staff, Arndt, Preston, Chapin, Lamb & Keen Inc., same city.

Robert C. Alexander, vice president in charge of radio and tv, Ward Wheelock, Philadelphia, and **Daniel J. Benyus,** Benton & Bowles, to N. W. Ayer & Son, Philadelphia and New York offices, respectively, as members of client service and research staffs.

Charles R. Freburg, formerly administrative assistant to manager in charge of programming, KWWL-AM-TV Waterloo, Iowa, appointed radio-tv director, Sperry-Boom, Davenport, Iowa.

MR. FREBURG

Hugh D. Lavery, account executive, Fletcher D. Richards Inc., appointed manager of agency's Chicago office, succeeding **W. D. Jordan,** resigned. **George T. Jahnke** named assistant manager.

Paul M. Frumkin, formerly with W. H. Altice Co., to M. M. Fisher Assoc., Chicago, as account executive.

George J. Kohnken, Ward Wheelock Co., Phila., to creative staff, Lennen & Newell, N. Y.

George Tichenor, Forjoe Co., N. Y., station representatives, to D'Arcy Adv., N. Y., as an assistant timebuyer.

J. Paul O'Brien and **Ralph W. Quicksall** named account executive and art director, respectively, George F. Walsh Adv., Vineland, N. J.

Richard C. Lockwood, associate art director, Kudner Agency, N. Y., appointed executive art director.

Gordon D. Walker, account executive, KNXT (TV) Hollywood, to Kenyon & Eckhardt, that city, as assistant on radio-tv production.

Lawrence H. Rubin, formerly with the Buchen Co. and Schwimmer & Scott, Chicago, appointed office manager, Mandel Co., same city.

J. P. Shelley, senior account executive, Erwin, Wasey & Co., L. A., forms own agency under name of J. P. Shelley & Assoc. at 6399 Wilshire Blvd. Telephone is Webster 8-2077. **Jack Pugh,** advertising manager, Axellson Mfg. Co., joins agency as account executive. **Charlotte Dunkerley,** formerly with Erwin Wasey & Co., named assistant media director.

Frank Ryhlick, copy director, Goeffrey Wade Adv., Hollywood, collaborated with **Mark Clifton** on the science-fiction novel "They'd Rather Be Right—and Die!" to be published by Street & Smith.

Edward R. McNeilly, tv manager, Enterprise Adv. Inc., L. A., and Donna Salvo were married May 15.

Jerome Brooks, 38, copy supervisor, Sullivan, Stauffer, Colwell & Bayles, N. Y., died unexpectedly May 10.

RECESS GRANTED IN MOVIE RELEASE SUIT

Plaintiffs in $2.5 million suit are granted recess until June 2 by Los Angeles court to allow them to seek records in New York which they say will help prove defendants had no right to release contested films.

RECESS until June 2 has been granted by Los Angeles Superior Court Judge John J. Ford to allow the plantiffs' attorney in a $2.5 million suit over the alleged premature release of theatrical films to tv [B•T, April 26] to gather fresh evidence on the case in New York.

The suit was filed by a group of independent motion picture producers who claim release of their pictures to tv by five defendant distribution companies lessened the value of their property. Attorneys for the plaintiffs told Judge Ford they recently had uncovered an unpublicized legal battle, which has been in progress in New York courts for the past 2½ years, among Pathe Industries (now Chesapeake Industries) and United Artists (both defendants in the suit) and Pictorial Films Inc., over 16mm film rights for pictures involved in the Los Angeles suit.

The plaintiffs—Equity Films, Equity Pictures, Orbit Productions, Orbit Pictures, Jack Schwarz Productions, Frost Films, Russ Vincent and Dave Kessel—hope the New York suit records will help prove that Pathe Industries had no right to sell their films to United Artists—which in turn sold them for tv release—and that profits realized from the sale and distribution of their pictures was inequitably divided.

The plaintiffs also introduced a charge in the Los Angeles court record that Matthew Fox, president and board chairman of Motion Pictures for Television, another defendant firm, "engineered" the sale of a block of films known as Eagle-Lion Classics, among which were the plaintiffs' films, by Pathe Industries to United Artists. For this, they charge, Mr. Fox received tv rights to the films and shortly thereafter formed MPTV to handle tv distribution.

Before the recess, Robert L. Lippert, president of Lippert Pictures Inc., Hollywood motion picture distribution firm, supported earlier expert testimony that the 16mm film market has dwindled because of tv, setting the present market figure at 10% of that of 1951.

The defendants, besides Chesapeake Industries, United Artists and MPTV, include Eagle-Lion Films and Eagle-Lion Classics. Also named as defendants are NBC, CBS, KTTV (TV) Hollywood and KMTR Radio Corp., that city, but no damages are being asked of them.

Sales Up on Telenews' 'This Week in Sports'

UPSWING in sales for Telenews Productions' *This Week in Sports* tv filmed show was reported last week by the INS TV Dept., distributors of the program, with sponsorship set in 40 markets.

Effective tomorrow (Tuesday), the program will undergo a change in format, featuring Harry Wismer as chief narrator. Additionally, Mr. Wismer will provide a personnal, "on the scene" filmed interview with sports personalities.

Included in the sponsorship to date is an arrangement with General Tire & Rubber Co. dealers to carry a special adapation of the show, titled *General Sports Time,* in 19 markets. These markets are Atlanta, Augusta, Billings, Chico, Columbia, Detroit, Green Bay, Kansas City, Knoxville, Memphis, Montgomery, Nashville, Phoenix, Roanoke, Rockford, Sacramento, St. Louis, Wheeling and Youngstown. The show also has been sold directly in Albuquerque, Austin, Boise, Boston, Buffalo, Cheyne, Chicago, Danville, Dallas, Des Moines, Denver, Duluth, El Paso, Johnstown, Louisville, Lubbock, New Haven, Oklahoma City, Schenectady, Seattle and Syracuse.

Extra-Payment Suits On Cowboy Films Heard

WHETHER radio-tv and film stars Roy Rogers and Gene Autry are entitled to added money from old westerns produced by Republic Pictures and released to television will be determined by the Ninth Federal Circuit Court of Appeals following arguments in San Francisco last Wednesday in the drawn out suits.

With diametrical decisions handed down in Los Angeles Federal Court in separate suits brought by the two stars against Republic in 1951 and 1952, respectively, appeals were filed by both the studio and Mr. Autry. Federal Judge Peirson M. Hall in Los Angeles District Court ruled Mr. Rogers was entitled to an order restraining the film studio from releasing to tv any of 18 westerns he made while under contract [B•T, Oct. 29, 1951]. Federal Judge Ben Harrison's decision, made many months later, ruled that Republic had right, under contracts dating from 1934 to 1946, to show some 50 old Autry feature films on video [B•T, May 19, 1952].

Board and Officers Elected For New Disneyland Project

BOARD of directors and officers of newly-formed Disneyland Inc., to build and operate the $9 million "Disneyland" project on a 160-acre tract in Anaheim, Calif., were announced Thursday following meeting at Walt Disney Studios, Burbank.

Named to board were Walt Disney; C. V. Wood Jr., formerly with Stanford Research and recently Disneyland general manager; Sidney Markley, vice president, American Broadcasting-Paramount Theatres Inc.; Earl J. Hudson, ABC vice president; Robert C. Callender, vice president, Whitman Publishing Co., Racine Wis.; Paul L. Pease, treasurer, Walt Disney Productions; Lloyd Wright, attorney and newly-elected president, American Bar Assn.

Mr. Disney was elected president and board chairman, with Mr. Hudson vice chairman.

American Broadcasting-Paramount Theatres Inc., Western Printing and Lithographing Co. and Walt Disney Productions are all associated with Mr. Disney in the enterprise.

Under an agreement between Mr. Disney and ABC-TV he will produce 26 hour-long programs per year for the network, starting in late October.

Fire Damages Film Plant

FIRE of unknown origin at General Service Studios, Hollywood, destroyed a lumber and work shop, generator building, supplies, tv stage sets and did general damage estimated at between $75,000 and $150,000 Monday night.

Covered by insurance, loss will be determined by what can be done in repairing or salvaging equipment, according to James and George Nasser, co-owners of the block-long tv film production plant. Sets for the *Lone Ranger* tv series, newly constructed and valued at more than $5000 were destroyed.

RADIO NEWSREEL

WASHINGTON (D. C.) area awards in BAB's "Radio Gets Results Derby" for 1953 are presented at Washington Ad Club Radio Day luncheon by William E. Coyle (c), WAC pres. L to r: Charles Amatucci, v.p., Tom's Auto Service, Silver Spring, Md.; Ernest Tannen, v.p., WGAY Silver Spring; Mr. Coyle; Clayton R. Sanders, adv. dir., Peoples Drug Stores; H. M. Paris, gen. sls. mgr., WWDC Washington.

NEW NORGE is shown by Neale E. Parsons (l), Norge sls. mgr., to Paul Flanagan (c) of WTRY Troy, N. Y., and Raymond J. Kinley, mgr., W. A. Case & Son Mfg. Co. Norge distributor signed for *Musical Yearbook* on WTRY.

LUCKY LAGER Brewing Co. signs largest sports contract yet secured by KYA San Francisco. L to r: Pat Hernon, sportscaster; Marion Walker (standing), S. F. Lucky distributor; Jess Watson, Lucky central div. sls. mgr., and Ken Hildebrandt, KYA gen. sls. mgr.

COCA-COLA Bottling Co. of Oregon signs heavy spot campaign on KGW Portland. Arranging the contract: Jackson Gitchell (l), KGW slsmn., and Dale Alexander, Coca-Cola dist. mgr.

FILM SALES

United Television Programs Inc., Hollywood, according to **Wynn Nathan,** vice president in charge of sales, have recorded the following sales: *Rocky Jones, Space Ranger* to XETV (TV) Tijuana and KGMB-TV Honolulu, both 26 weeks; *Look Photoquiz* to WATV (TV) Newark, N. J. (American Stores), 26 weeks; *Lone Wolf* to KJEO-TV Fresno, Calif., and WKY-TV Oklahoma City, both 52 weeks; *Heart of the City* to WSJS-TV Winston-Salem, N. C. (Kroger Co. food chain), for 26 weeks; *The Ruggles* to WTRI (TV) Schenectady, 26 weeks; *Royal Playhouse* to WTRI (TV) and WMT-TV Cedar Rapids, 26 weeks, and *Old American Barn Dance* to WTSK (TV) Knoxville, Tenn., 26 weeks.

Walter M. Lowney Co., Montreal (candy), purchases ABC Film Syndication's *Racket Squad,* tv film series for showing on CBOT (TV) Ottawa, CHCH-TV Hamilton, CBLT (TV) Toronto, CKCO-TV Kitchener and CFPL-TV London, Ont. Agency: Foster Adv., Toronto.

WCPO-TV Cincinnati has acquired multiple-run rights to more than 60 hours of film from **Louis Weiss & Co.,** L. A. Package includes 52 western features, 15 cartoons and *Jim and Judy in Tele-Land,* 39-episode animated cartoon series.

WBBM-TV Chicago has leased two-run rights to the 26-episode *Craig Kennedy Criminologist,* half-hour film series from **Ben Barry,** the distribution firm's Chicago representative.

FILM DISTRIBUTION

TeeVee Co., Beverly Hills, has re-acquired U. S. distribution rights to *The Adventures of Gigi and Jock,* 13 half-hour puppet tv films produced in Paris by **G. P. Ditisheim.** Series, distributed by TeeVee until about three years ago at which time rights reverted to M. Ditisheim, will be available for programming May 23.

FILM PRODUCTION

Hal Roach Jr., Productions, Culver City, is completing the pilot films in four of his scheduled tv film series. *Bozo the Clown,* for Capitol Records, stars **Gil Lamb** with **Jeri Lou James,** eight-year-old regular on NBC-TV *Dennis Day Show,* in the role of Amy. **Hollingsworth Morse** is director. *Code 3* features **Ted De Corsia** as the only continuing actor in the series with **Don Siegel** set as director. Being produced for syndication by ABC are *Alias Mike Hercules* and *It Seems Like Yesterday.* The former, set in San Francisco, stars **Hugh Beaumont** with **Budd Boetticher** directing.

Hal Roach Studios Inc., Culver City, has completed a one-minute $11,000 film for **Max Factor & Co.,** Hollywood (cosmetics). Commercial uses live action and a chorus of dancers.

Emerson Yorke is filming the life stories of 26 leading baseball players, the production to be released nationally as a 26-week tv series in 1955. Baseball Comr. **Ford Frick** is sanctioning the series, will personally study the script content for authenticity and pass on the desirability of the sponsor. Agency: Pearson Adv. Inc., N. Y.

Animated Productions, N. Y., has completed 45-second tv filmed commercial for **Ames-Bell Co.,** N. Y., on firm's Coupettes, plastic containers shaped like sherbet glasses. The film, which is being prepared "open end," will be offered to dairy companies for sponsorship by them in their respective markets.

Princeton Film Center, Princeton, N. J., announced that production will begin shortly on a new half-hour filmed tv dramatic series titled *State Trooper.* It will be produced in cooperation with the New Jersey State Police.

To Film Eclipse

CBS-TV newsfilm last week announced plans to film the June 30 total eclipse of the sun at a site in Minneapolis. The unit is organizing a photographic expedition, in cooperation with the National Geographic Society, to record this phenomenon. CBS-TV Newsfilm plans to use a variety of lenses to capture the different views of the eclipse more clearly than is possible with the unaided eye. The photographic report of the eclipse will be flown to New York for initial showing June 30 on CBS-TV's *Douglas Edwards with the News* (Mon.-Fri., 7:30-7:45 p.m. EDT).

Five Star Productions, Hollywood, is preparing three cartoon and live action tv commercials for **Los Angeles Community Chest.** With **Del Sharbutt** as the voice of "Red Feather," spots are not designed to raise funds but to thank viewers for contributions and explain how the money is being spent in 164 services in L. A.

RANDOM SHOTS

Broadcast Information Bureau, New York, has issued the third edition of its "Directory of Free Tv Film," covering public relations film offered by large and small advertisers. It runs 416 pages, with an index of sources of 32 pages.

Pathe Laboratories, Hollywood, has completed installation of a new optical department for servicing 16 mm and 35 mm films in both color and black-and-white.

Al C. Ward, Hollywood tv writer-producer, has obtained exclusive tv film rights to special agents' files from Assn. of American Railroads, upon which he will base a semi-documentary tv film series. Material dating back to the 1800's will be used with a different cast for each episode.

King Horton Productions, Hollywood, has acquired all rights to "Tailspin Tommy," syndicated comic strip. A tv film version of the air adventure series is being planned by Mr. Horton.

Academy Film Productions Inc., Chicago, is distributing free a film editing and timing chart to film executives. The chart provides information on number of words and pace for announcers and corresponding feet of 16 and 35 mm film for any given number of seconds. Firm is accepting requests written on company letterheads to **Bernard Howard,** Academy Film Productions Inc., 123 W. Chestnut St., Chicago 10, Ill.

FILM PEOPLE

Z. Wayne Griffin, motion picture producer and formerly radio writer-producer with NBC, CBS and BBDO, and **Leon Gordon,** producer of such feature films as "Mrs. Parkington," "The Green Years," "That Forsythe Woman" and others, to Revue Productions, Hollywood, on filmed portion of CBS-TV *General Electric Theatre.*

Harry Zimmerman, formerly with *All-Star Revue* television series, named by Guild Films Co. as musical director of *Frankie Laine Show* and *Florian ZaBach Show.*

Hamilton Warren, director, film distribution dept., Filmcraft Productions, Hollywood, to Modern Motion Pictures Service Inc., same city, as tv div. assistant manager.

WMAR-TV

now originating

COLOR

SUNPAPERS TELEVISION
BALTIMORE • MARYLAND

WMAR★TV
CHANNEL
2

In a major effort to promote the development of and demand for Color Television, The Sunpapers' Baltimore video station, WMAR-TV—is now presenting color pictures seven days a week.

WMAR-TV has been televising color programs of its own origination since late December (1953) on a five-days-per-week basis. This is in addition to weekly colorcasts from the CBS Television Network.

The local originations are made possible through use of a Telechrome flying spot color scanner which projects images from 2x2-inch color transparencies. WMAR-TV is the first television station in this area to be able to originate its own color signals, and has been able to mantain daily schedules of colorcasts through the use of this equipment.

Presently the new color service includes station identifications and the four five-minute news programs carried by the station during CBS's two-hour "Morning Show". However, the station's color plans are being expanded steadily. Colorcasts will be extended to other times of the broadcast day through the adoption on an increasing scale of color titles to introduce station programs, colored pictures to illustrate news programs, and station identifications.

Commercials using slides or opaque projections lend themselves to this type of color projection, and all advertisers who wish will be offered the opportunity to broadcast their messages by the color medium at a nominal extra cost.

Each color slide will be marked with a vari-colored symbol that will indicate to all viewers, those with color and those with black-and-white, that the projection is in hues.

WMAR-TV
TELEVISION

MOST POWERFUL TV SIGNAL IN MARYLAND

WMAR • TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ **TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM**

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

MARCH USERS OF NETWORK TIME SHOW FOUR CLIENTS IN MILLION-DOLLAR CLASS

Four pass figure in television network time with P&G reaching the million mark in both radio and television network purchases, according to PIB figures. Other three: General Motors, General Foods, C-P.

FOUR national advertisers purchased more than $1 million worth of tv network time (at gross rates) in March, according to a B•T compilation of data on individual program expenditures supplied by Publishers Information Bureau. PIB data also show that one of the four, Procter & Gamble Co., also bought more than $1 million of radio network time in March, the only radio network client whose time purchases achieved the million-a-month status.

In addition to Procter & Gamble, the three other advertisers spending more than $1 million for tv network time in March were General Motors Corp., General Foods Corp. and Colgate-Palmolive Co. (see "top ten" tables for details). The March 28 telecast of *Rodgers & Hammerstein Show* helped swell the General Foods total by nearly a quarter-million dollars' ($244,263) worth of tv network time for that program alone. PIB figures are at one-time rates, before discounts of any kind.

Figures for First Quarter

In the first quarter of 1954, time on the national tv networks was used by 213 advertisers, with an average expenditure of $349,291.46. This represents increases both in the number of advertisers and in their average purchase of tv network time from the same period of 1953, when there were 168 tv network clients whose average time purchases amounted to $307,699.20.

The four nationwide radio networks had 172 advertisers during the first quarter of this year, with average time purchases of $229,142.57. The number of radio network clients has dropped somewhat from the 184 who used network radio in the opening three months of 1953, but the average expenditure has risen from $223,715.37 at that time.

Leading advertisers for each product class of business on both radio and tv networks are listed in tables adjoining. Other tables show the total time purchases on each kind of network, also divided by product groups, for March and January-March 1954 figures, compared to those for 1953.

Top Ten Tv Network Advertisers During March, 1954

1.	Procter & Gamble Co.	$1,928,276
2.	General Motors Corp.	1,101,458
3.	General Foods Corp.	1,049,958
4.	Colgate-Palmolive Co.	1,029,910
5.	R. J. Reynolds Tobacco Co.	956,084
6.	American Tobacco Co.	733,852
7.	General Mills	628,651
8.	Lever Brothers Co.	579,765
9.	Gillette Co.	569,273
10.	P. Lorillard Co.	523,243

Top Ten Radio Network Advertisers During March, 1954

1.	Procter & Gamble	$1,272,221
2.	Miles Labs	697,215
3.	Colgate-Palmolive Co.	527,974
4.	General Foods Corp.	485,176
5.	Gillette Co.	449,606
6.	Lever Brothers Co.	448,928
7.	American Home Products Corp.	399,513
8.	Sterling Drug	370,294
9.	Liggett & Myers Tobacco Co.	365,257
10.	Swift & Co.	303,479

Leading Radio Network Advertisers by Product Groups During March, 1954

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 34,429
Apparel, Footwear & Access.	Knomark Mfg. Co.	73,812
Automotive, Auto. Access. & Equipment	General Motors Corp.	228,169
Beer, Wine & Liquor	Anheuser-Busch Inc.	158,823
Bldg. Materials, Equip. & Fixtures	Johns-Manville Co.	108,897
Confectionery & Soft Drinks	William Wrigley Jr. Co.	138,029
Consumer Service	American Tel. & Tel. Co.	78,440
Drugs & Remedies	Miles Labs	697,215
Food & Food Products	General Foods Corp.	485,176
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	110,847
Horticulture	Ferry-Morse Seed Co.	22,640
Household Equip. & Supplies	Philco Corp.	136,996
Household Furnishings	Owens-Corning Fiberglass Corp.	67,376
Industrial Materials	General Electric Co.	69,224
Insurance	Prudential Insurance Co. of America	71,791
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	116,863
Office Equip., Stationery & Writing Supplies	Minnesota Mining & Mfg. Co.	73,212
Publishing & Media	Thomas Nelson & Sons	24,746
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	General Electric Co.	69,108
Smoking Materials	Liggett & Myers Tobacco Co.	365,257
Soaps, Cleansers & Polishes	Procter & Gamble Co.	818,089
Toiletries & Toilet Goods	Gillette Co.	449,606
Transportation, Travel & Resorts	Assn. of American Railroads	79,035
Miscellaneous	CIO	113,820

Leading Tv Network Advertisers in Each Product Group During March, 1954

Apparel, Footwear & Access.	Knomark Mfg. Co.	$ 82,320
Automotive, Auto Access. & Equip.	General Motors Corp.	910,799
Beer, Wine & Liquor	Pabst Brewing Co.	259,502
Bldg. Materials, Equipment & Fixtures	Sherwin-Williams Co.	53,670
Confectionery & Soft Drinks	Coca-Cola Co.	224,582
Consumer Services	Electric Co.'s Adv. Program	69,072
Drugs & Remedies	Serutan Co.	380,810
Food & Food Products	General Foods Corp.	1,049,958
Gasoline, Lubricants & Other Fuel	Gulf Oil Corp.	112,752
Household Equipment & Supplies	General Electric Corp.	394,300
Household Furnishings	Armstrong Cork Co.	121,440
Industrial Materials	U. S. Steel Corp.	153,956
Insurance	Mutual Benefit Health & Accident Assoc.	88,672
Jewelry, Optical Goods & Cameras	Speidel Corp.	104,850
Office Equipment, Stationery & Writing Supplies	Hallmark Cards	163,800
Publishing & Media	Kiplinger Washington Agency	5,477
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	RCA	208,746
Smoking Materials	R. J. Reynolds Tobacco Co.	956,084
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,851,516
Toiletries & Toilet Goods	Colgate-Palmolive Co.	800,701
Transportation, Travel & Resorts	Greyhound Corp.	69,004
Miscellaneous	Quaker Oats Co.	116,255

Gross Radio Network Time Sales by Product Groups, for March and January-March, 1954 compared to 1953

	March 1954	Jan.-March 1954	March 1953	Jan.-March 1953
Agriculture & Farming	$ 97,101	$ 267,548	$ 111,591	$ 319,634
Apparel, Footwear & Access.	73,812	196,182	130,385	297,186
Automotive, Auto. Access. & Equipment	1,060,221	2,610,716	519,902	1,514,541
Beer, Wine & Liquor	295,532	610,069	178,406	395,556
Bldg. Materials, Equip. & Fixtures	145,579	458,489	81,777	218,411
Confectionery & Soft Drinks	256,934	710,805	251,480	727,849
Consumer Services	184,589	511,585	228,125	635,048
Drugs & Remedies	1,863,534	5,355,442	2,082,664	5,561,332
Food & Food Products	2,883,695	8,245,006	3,292,026	9,503,386
Gasoline, Oil & Other Fuels	577,456	1,728,117	454,087	1,308,825
Horticulture	22,640	33,960	22,148	29,170
Household Equip. & Supplies	355,296	1,015,269	598,562	1,795,479
Household Furnishings	67,376	191,213	175,025	554,887
Industrial Materials	69,224	230,779	186,373	483,503
Insurance	204,847	583,373	167,234	472,248
Jewelry, Optical Goods & Cameras	144,213	349,645	127,120	284,927
Office Equip., Stationery & Writing Supplies	139,812	301,864	83,347	216,507
Publishing & Media	51,353	177,248	19,050	50,352
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	158,355	585,605	247,447	703,553
Retail Stores & Direct by Mail	. . .	. . .	1,236	3,708
Smoking Materials	1,160,894	3,411,979	1,462,776	4,049,165
Soaps, Cleansers & Polishes	1,458,998	4,027,951	1,323,736	3,633,185
Sporting Goods & Toys	294	294	. . .	. . .
Toiletries & Toilet Goods	1,830,753	5,404,237	2,319,847	6,899,461
Transportation, Travel & Resorts	79,035	205,914	79,205	205,597
Miscellaneous	725,560	2,199,232	487,554	1,300,118
TOTALS	$13,907,103	$39,412,522	$14,626,103	$41,163,628

Source: Publishers Information Bureau.

Gross Tv Network Time Sales by Product Groups for March and January-March, 1954 compared to 1953

	March 1954	Jan.-March 1954	March 1953	Jan.-March 1953
Apparel, Footwear & Access.	$ 374,171	$ 1,048,853	$ 262,404	$ 762,553
Automotive, Auto Equip. & Access.	2,367,563	6,713,573	1,445,203	4,076,567
Beer, Wine & Liquor	588,792	1,588,514	411,636	1,160,510
Bldg. Materials, Equip. & Fixtures	144,729	333,523	31,655	31,655
Confectionery & Soft Drinks	628,299	1,964,495	555,941	1,578,944
Consumer Services	69,072	242,909	100,296	187,212
Drugs & Remedies	1,186,114	3,617,969	806,261	2,507,957
Food & Food Products	5,381,389	14,617,701	3,159,611	8,989,621
Gasoline, Lubricants & Other Fuel	203,222	905,884	296,516	858,498
Household Equipment & Supplies	2,472,046	6,732,682	1,792,178	4,299,436
Household Furnishings	469,474	1,299,372	320,234	851,204
Industrial Materials	631,633	1,566,375	469,185	1,235,369
Insurance	169,324	448,942	129,569	331,109
Jewelry, Optical Goods & Cameras	252,530	681,902	241,388	715,359
Office Equip., Stationery & Writing Supplies	381,945	1,073,076	97,695	252,855
Publishing & Media	12,075	49,325	61,755	167,181
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	713,663	2,128,094	363,032	973,545
Retail Stores & Direct by Mail	. .	42,345	. . .	23,175
Smoking Materials	3,464,584	10,066,117	2,841,284	8,382,374
Soaps, Cleansers & Polishes	3,036,822	7,945,090	2,059,613	5,630,577
Sporting Goods & Toys	. . .	28,900	.	15,038
Toiletries & Toilet Goods	3,335,222	10,106,309	2,775,139	7,948,900
Transportation, Travel & Resorts	155,046	460,881	62,920	160,957
Miscellaneous	232,901	736,251	225,813	552,880
TOTALS	$26,270,616	$74,399,082	$15,509,328	$51,693,476

Source: Publishers Information Bureau.

BIG MIKE

THE OIL MAN

KFAB
50,000 WATTS
BIG MIKE
SO. DAK.
MINN.
NEBRASKA
IOWA
COLO.
KANSAS

Big Mike is not challenging Oklahoma and Texas (yet, that is) but he is ready to tell the world that oil production is being added to Nebraska's wealth! During 1953 production in gas and oil more than doubled . . . exceeding six million barrels of oil and six and one-half billion cubic feet of gas. 1954 will be much Greater! Monthly production has reached an all time high, and more than 300 new wells will be drilled this year. Much of the activity will be in a big, recently discovered field in the central part of the state. The smart advertiser with things to sell is quick to realize that this new multi-million dollar oil industry makes the Midwest Empire Market, served best by Big Mike-KFAB, an even more valuable market. Free & Peters has more of the details on this BIG market and how the people listen most to KFAB; or, get the facts from General Manager, Harry Burke.

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

THE MIDWEST-EMPIRE STATION

KFAB

1110 K.C.

50,000 WATTS **OMAHA** CBS RADIO

at the NARTB show...

SEE THE *Best* IN TV TRANSMITTING EQUIPMENT AND *Compare* ALL THE FACTS!

THE RIGHT TRANSMITTER FOR YOUR "SPECIAL" NEED

Standard Electronics offers you the most *adaptable* VHF equipment in the industry today . . . to solve your station's expansion problems on the basis of individual needs and market requirements.

For example, to start television service, you may choose an economical, trouble-free 5 or 10 KW 100% air cooled S-E transmitter. Later, go to 20, 25, 40 or 50 KW output, simply by adding a matching S-E amplifier. You get the right combination of the best equipment to give you the ERP you need at any time.

For television stations now on the air who want to improve their competitive status with a maximum power signal . . . Standard Electronics offers a complete line of 100% air cooled amplifiers . . . DESIGNED TO DRIVE DIRECTLY FROM YOUR PRESENT TRANSMITTER, whatever its make . . . *with no need to replace any part of your existing equipment*. YES, EVEN IF YOU HAVE A 2 KW TRANSMITTER, IT CAN BE EXPANDED TO 20 KW WITH ONLY THE ADDITION OF A S-E AMPLIFIER. Your high power broadcasts can begin SOON . . . because Standard Electronics has a reputation for deliveries ON TIME, as promised.

NARTB Show, May 25 to 27
Visit Exhibit No. 20
Palmer House—Chicago, Ill.

Compare *true* equipment costs . . . not just initial cost . . . but also tube replacement and power consumption costs. (Within a five year period, an S-E 50 KW—VHF transmitter can save you up to $120,000 in operating expenses alone.)

Compare circuitry . . . layout and control simplicity . . . ease of maintenance.

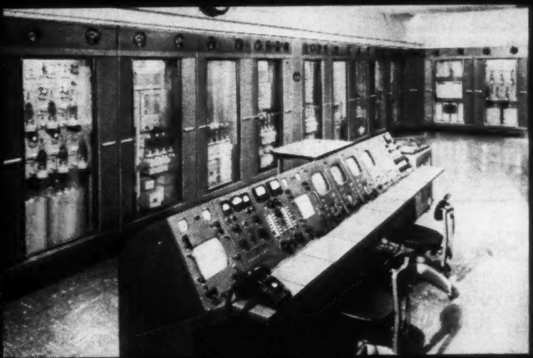
Consider the advantages of S-E's "Add-A-Unit" design that makes it easy for *any* station to expand to higher power . . . and compare delivery schedules for both complete transmitters and high power amplifiers.

Get *all* the facts . . . and let them help you decide truly which transmitter best serves your needs.

Comparison Chart of VHF High Power Transmitters

	SE Transmitter	Transmitter B	Transmitter C	Transmitter D
AMPLIFIER DRIVES WITH 5 KW	★ YES	NO	YES	YES
AMPLIFIER WILL OPERATE WITH ANY MAKE DRIVER	★ YES	NO	NO	NO
TUBE COST [complete set FCC spares]	★ $6,138 $1,495	$11,625 $4,237	$13,230 (est) $6,429 (est)	$9,250 (est) $5,050 (est)
AIR COOLED	★ YES	YES	NO	NO
POWER LINE REQUIREMENTS (at black level)	★ 208/230 V 60 cy, 3 φ 145 KW	460 V 60 cy, 3 φ 193 KW	208/230 V 60 cy, 3 φ 150 KW (est)	208/230 V 60 cy, 3 φ 165 KW (est)
FLOOR AREA (including power equipment, blowers, etc.)	★ 152 sq. ft.	154 sq. ft.	160 sq. ft. (est)	——
ALL TUBES VISIBLE FROM FRONT	★ YES	NO	NO	NO
SELF CONTAINED (no separate enclosures, vaults, pumps, etc.)	★ YES	NO	NO	NO
INDIVIDUAL CHASSE CONSTRUCTION	★ YES	NO	NO	NO
INTERUNIT CABLING WITHOUT TRENCHES	★ YES	NO	NO	NO

FIRST WITH 50 KW Transmitter deliveries



Transmitter room of WOR-TV's new Empire State 50 KW transmitter, 130 KW ERP. 100% air cooled. Completely self-contained. Equipment throughout by Standard Electronics.

Only STANDARD ELECTRONICS

has these exclusive features

ADD-A-UNIT DESIGN

Lets you go from 500 watts to 50 KW without scrapping or even modifying a single piece of equipment.

VERSATILE AMPLIFIERS

S-E's Add-A-Unit amplifiers can be added to existing equipment regardless of make. Any 5 or 10 KW transmitter will drive a 40 or 50 KW S-E amplifier. Any 2 or 5 KW transmitter will drive a 20 KW S-E amplifier.

ECONOMICAL INSTALLATION

Fewer building alterations. Units fit any station layout.

ADVANCED STYLING

Modern cabinetry by Dreyfuss, leading industrial designer.

SELF-CONTAINED

Compact. No external blowers or external vaults needed.

LOWER OPERATING COSTS

Similar tube types throughout. Low emission visual tubes interchangeable with aural section where power requirements are less. Lower initial tube cost, AND LONG *LONG* HOURS OF LIFE. Lower power consumption too, saving many dollars on your power bill.

ACCESSIBLE

All tubes visible and accessible from the front via full length glass doors.

COLOR ADAPTABLE

Elimination of back porch clamp insures proper operation with color signals.

SEE A COMPLETE S-E *BLUE STAR* 50 KW
TELEVISION TRANSMITTER at the
NARTB EXHIBITION May 23 to 27
Palmer House — Chicago, Ill. Exhibit No. 20
Standard Electronics Reception
Headquarters, Room 805

Let Standard Electronic engineers give you the facts about today's trend to HIGH POWER VHF broadcasts. Check at first hand the operating and layout simplicity of S-E maximum power BLUE STAR stations. Check, too, S-E's new Multicon camera . . . on demonstration at the show.

FIRST **with high power**

FIRST **to deliver tomorrow's equipment today**

STANDARD SE ELECTRONICS

standard electronics corporation

A SUBSIDIARY OF CLAUDE NEON, INC
285-289 EMMETT STREET • NEWARK 5, N. J.

devoted exclusively to the engineering, manufacturing, and servicing of equipment for the broadcast and television industry

VIDEODEX TOP–TEN SPOT SHOWS*

Film shows for week April 1-7, 1954

	% of Tv Homes	No. of Cities	No. Tv Homes (000's)
1. Badge 714 (NBC Film Div.)	21.4	117	6,661
2. I Led Three Lives (Ziv)	20.5	108	6,481
3. Liberace (Guild Films)	20.4	123	6,723
4. Annie Oakley (CBS-TV Film Sales)	17.9	50	4,015
5. Kit Carson (MCA Tv)	17.5	65	3,314
My Favorite Story (Ziv)	17.5	90	4,422
6. Life With Elizabeth (Guild)	17.2	48	3,005
7. Cisco Kid (Ziv)	16.8	96	4,943
8. Foreign Intrigue (J. W. Thompson)	16.5	47	3,902
9. Death Valley Days (McCann-Erickson)	16.2	41	2,948
10. Waterfront (United Tv)	15.8	26	1,610

---

* Programs appearing in a minimum of 20 markets.

NEW TV PULSE REPORT MAKES DEBUT

First issue covers interviews the first week in March. Next two months will follow soon, according to Dr. Roslow. Top show: 'I Love Lucy.'

FIRST issue of "U. S. Pulse Tv" [B•T, May 3], covering interviews made during the first week of March, was previewed Tuesday at a news conference in New York, prior to the report's distribution to subscribers.

April and May reports will be issued shortly, according to Dr. Sydney Roslow, director of The Pulse, who said the preparation of the first U. S. Pulse report had taken longer than usual. Normally, he said, reports will be released about four weeks after the interviewing period.

The new Pulse service is priced at $300 a month to non-purchasers of other Pulse reports, $150 a month to present subscribers to basic Pulse Tv, $100 to subscribers to both Pulse radio and tv reports, $125 to radio but not tv subscribers and $50 to non-network subscribers to Pulse reports for individual markets or groups of markets, radio, tv or both.

Using the regular Pulse method of personal interviews, the U. S. Pulse Tv includes 67,000 interviews a month, 25,000 daytime interviews for each program, 42,000 nighttime interviews, 6,000 for each program, which Dr. Roslow termed "the largest sample in the industry."

Leading programs and their U. S. Pulse March ratings are:

TOP 15 REGULARLY SCHEDULED ONCE A WEEK SHOWS

	March Rating
I Love Lucy (CBS)	49.5
Dragnet (NBC)	47.0
You Bet Your Life (NBC)	42.0
Godfrey's Talent Scouts (CBS)	39.0
Jackie Gleason (CBS)	36.6
Milton Berle (NBC)	35.8
Burns & Allen (CBS)	34.2
Godfrey & His Friends (CBS)	33.9
Comedy Hour (NBC)	31.8
Fireside Theatre (NBC)	31.8
Our Miss Brooks (CBS)	31.6
Boxing (NBC)	31.4
Ford Theatre (NBC)	30.6
What's My Line (CBS)	30.4
Tv Playhouse (NBC)	30.0

TOP 10 REGULARLY SCHEDULED MULTI-WEEKLY SHOWS

	March Rating
Howdy Doody (NBC)	16.4
Perry Como (CBS)	16.4
Camel News (NBC)	14.8
Eddie Fisher (NBC)	14.8
Dinah Shore (NBC)	14.7
Arthur Godfrey (CBS)	13.1
CBS Tv News (CBS)	12.7
Strike It Rich (CBS)	11.9
Search for Tomorrow (CBS)	11.8
Big Payoff (CBS)	10.7

'Benny' Heads Nielsen On Radio for April 4-10

THE CBS Radio *Jack Benny Show* headed the A. C. Nielsen Co., list of the top 10 evening, once-a-week network radio shows for the week of April 4-10. The Nielsen ratings:

Rank	Program	Homes Reached (000)
Evening, Once-a-Week		
	(Average for all programs)	(1,959)
1	Jack Benny Show (CBS)	4,618
2	Amos 'n' Andy (CBS)	4,385
3	Bing Crosby Show (CBS)	4,151
4	Lux Radio Theatre (CBS)	3,732
5	Our Miss Brooks (CBS)	3,545
6	People Are Funny (CBS)	3,359
7	My Little Margie (CBS)	3,125
8	Charlie McCarthy Show (CBS)	3,079
9	Suspense (CBS)	3,079
10	Dragnet (NBC)	2,845
Evening, Multi-Weekly		
	(Average for all programs)	(1,026)
1	One Man's Family (NBC)	2,099
2	Tennessee Ernie Show (Manhattan Soap) (CBS)	1,773
3	News of the World (NBC)	1,773
Weekday (Average for all programs)		(1,679)
1	Wendy Warren and the News (CBS)	2,612
2	Romance of Helen Trent (CBS)	2,566
3	Aunt Jenny (CBS)	2,519
4	Road of Life (CBS)	2,519
5	Our Gal, Sunday (CBS)	2,472
6	Ma Perkins (CBS)	2,426
7	Arthur Godfrey (Lever) (CBS)	2,426
8	Backstage Wife (NBC)	2,332
9	Right to Happiness (NBC)	2,286
10	Stella Dallas (NBC)	2,286
Day, Sunday (Average for all programs)		(886)
1	Shadow, The (MBS)	2,705
2	Cecil Brown Commentary (MBS)	1,912
3	Greatest Story Ever Told (ABC)	1,306
Day, Saturday (Average for all programs)		(1,306)
1	Stars Over Hollywood (CBS)	2,659
2	Theatre of Today (CBS)	2,426
3	City Hospital (CBS)	2,146

Copyright 1954 by A. C. Nielsen Co.

WBAY-TV Joins ARF

WBAY-TV Green Bay is the first broadcast station to join Advertising Research Foundation, although the networks have for some time been included among the ARF subscribers. Other new members are Campbell Soup Co.,

Tv Receiver Buying Spurs Radio Set Purchases

THE more tv sets people own the more new radios they buy.

An NBC analysis of Radio-Electronics-Television Mfrs. Assn. figures on receiver sales during 1953 showed that in areas with a tv set saturation level of more than 75%, new radios were bought by 29.2% of the total homes. Where tv saturation was 51-75% of total homes, 28.2% bought new radios. But where 50% or fewer homes had tv sets, only 22.3% of all families bought new radios last year.

The analysis also revealed that last year the sale of radios exceeded that of tv sets in every state in the country with only a solitary exception, Maine.

New Radios and Tv Sets in 1953 as Per Cent of Total Homes

	% Tv Saturation	Total Homes	Number of New Sets in 1953		New Sets in 1953 As % of Homes	
			Radio	Tv	Radio	Tv
75% and Over		(000)	(000)	(000)	(000)	(000)
Rhode Island	89	243.8	67.5	27.4	27.7	11.2
New Jersey	88	1,568.1	461.3	180.1	29.4	11.5
Maryland	80	732.6	188.3	79.2	25.7	10.8
Dist. of Columbia	80	246.9	102.6	52.2	41.6	21.1
Massachusetts	78	1,424.3	376.2	196.2	26.4	13.8
Ohio	78	2,517.8	783.9	381.0	31.1	15.1
New York	77	4,800.1	1,396.3	595.1	29.1	12.4
Connecticut	76	630.3	179.7	94.1	28.5	14.9
Total		12,163.9	3,555.8	1,605.3	29.2	13.2
51-75%						
Delaware	74	101.6	38.8	15.7	38.2	15.5
Pennsylvania	73	3,102.2	935.7	548.6	30.2	17.7
Michigan	70	2,023.5	728.5	264.7	36.0	13.1
California	70	4,029.5	1,016.8	514.5	25.2	12.8
Illinois	66	2,828.7	928.2	426.7	32.8	15.1
Indiana	62	1,294.7	334.2	229.6	25.8	17.7
Utah	58	207.6	43.1	38.7	20.8	18.6
Virginia	56	919.1	213.1	128.8	23.2	14.0
New Hampshire	52	162.6	35.1	22.4	21.6	13.8
Missouri	52	1,306.3	327.7	164.5	25.1	12.6
Total		15,975.8	4,601.2	2,354.2	28.8	14.7
To 50%		(000)	(000)	(000)	(000)	(000)
Wisconsin	50	1,045.0	266.0	173.7	25.5	16.6
Minnesota	49	900.0	221.3	127.0	24.6	14.1
Iowa	48	826.7	177.1	160.6	21.4	19.4
Washington	47	828.8	164.7	145.9	19.9	17.6
Oklahoma	45	692.3	145.9	114.4	21.1	16.5
Texas	44	2,412.8	610.0	379.0	25.3	15.7
Kentucky	43	830.1	164.8	91.6	19.9	11.0
Colorado	43	456.1	92.4	71.5	20.3	15.7
Arizona	43	253.1	57.1	39.0	22.6	15.4
West Virginia	43	529.6	100.3	90.2	18.9	17.0
Nebraska	42	427.3	102.2	64.0	23.9	15.0
Tennessee	42	915.9	196.3	114.4	21.4	12.5
Georgia	41	955.5	217.3	118.7	22.7	12.4
North Carolina	37	1,056.4	248.4	123.7	23.5	11.7
South Carolina	35	554.6	107.3	65.7	19.3	11.8
Florida	35	968.8	264.5	137.4	27.3	14.2
Louisiana	35	790.1	175.6	103.2	22.2	13.1
Alabama	34	824.7	156.0	96.6	18.9	11.7
Kansas	32	662.4	148.8	104.6	22.5	15.8
Maine	26	260.0	57.1	60.6	22.0	23.3
Vermont	24	108.5	27.2	12.5	25.1	11.5
Oregon	24	546.5	111.3	86.7	20.4	15.9
New Mexico	22	202.0	43.8	21.9	21.7	10.8
Mississippi	20	587.4	95.4	48.0	16.2	8.2
Nevada	20	60.6	16.4	11.5	27.1	19.0
Arkansas	19	535.5	90.4	50.8	16.9	9.5
Idaho	14	180.1	37.4	26.3	20.8	14.6
South Dakota	9	189.0	42.1	21.1	22.3	11.2
North Dakota	8	161.2	43.1	20.7	26.7	12.8
Wyoming	7	93.1	23.6	4.1	25.3	4.4
Montana	5	197.7	48.0	11.7	24.3	5.9
Total		19,051.8	4,252.0	2,697.1	22.3	14.2
GRAND TOTAL		47,191.5	12,409.0	6,656.0	26.3	14.1

Pulse Again Proves (February, 1954)

KVOO IS YOUR BEST BUY

in Oklahoma's No. 1 Market

THE PULSE, INC. 100% YARDSTICK THE PULSE OF TULSA
Radio Station Audiences by Time Periods February, 1954

MONDAY-FRIDAY

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 10:30 PM
KVOO	**33**	**38**	**45**
"B"	21	18	23
"C"	20	21	15
"D"	5	5	5
"E"	9a	10a	*
"F"	9	5	6
Misc.	3	3	5
Total Percent	100	100	100
Average ¼ hour Homes using radio	17.9	20.4	20.0

a Does not broadcast for complete six hour period and share of audience is unadjusted for this situation

* Not on air

By every measurement of audience size, audience response, audience loyalty, KVOO always leads.

Since, 1925 KVOO has been the dominant Voice of Oklahoma and this latest Pulse report shows KVOO still in front.

KVOO alone blankets the important Tulsa Market Area, which is the No. 1 Market in Oklahoma by all factual ratings, and in addition provides concentrated coverage in the rich adjoining counties of Kansas, Missouri, and Arkansas.

See your nearest Edward Petry & Company office for details of time availabilities.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS TULSA, OKLA.

OKLAHOMA'S GREATEST STATION

Ohio Indoors Down

SINCE the advent of television, the number of indoor theatres in Ohio has dropped off 44%, it was reported last week by the Independent Theatre Owners of Ohio. Drive-ins have increased 64%, from 113 in 1948 to 175 now. Indoor houses in the same period dropped from 1,034 to 638.

National Biscuit Co., Thomas F. Conroy Inc. (San Antonio advertising agency), and Marsteller, Gebhardt & Reed. ARF *News Letter* for May, which reported the new subscribers, also stated that the final draft of "Recommended Standards for Radio and Television Program Audience Size Measurements" is now being reviewed by the ratings services, whose comments will be incorporated into the report which, after formal ARF approval, will be sent to all ARF subscribers. Summer publication is anticipated.

NARTB Prepares to Test Tv Circulation Measurement

NARTB's long-range plan to set up a system of measuring tv circulation moves into the action stage next month when field tests will be made over a four-month period.

The tests will include different methods of finding out tv circulation. Out of them is to come the first pilot study after results of the field experiments have been analyzed.

The Research Subcommittee of NARTB's Organization-Implementation Committee recommended pre-testing in the field, with responsibility falling on NARTB-TV and the subcommittee. The project has been approved by the full Research Committee and the Tv Board.

First action looking toward a continuing measurement of tv circulation was taken in December 1952 by the Television Board. Dr. Franklin Cawl, marketing-advertising consultant, was retained to study the project, reporting to the board two months later. His recommendation was viewed as a new approach to the problem and a three-man study committee was named to work with him.

Members of that group were Campbell Arnoux, WTAR-TV Norfolk, Va., chairman; Clair R. McCollough, Steinman stations, and Kenneth Carter, WAAM (TV) Baltimore. Richard M. Allerton, NARTB research manager, was assigned to serve as staff liaison.

The study group met March 13 and 20, 1953, and again during the 1953 NARTB convention in Los Angeles. At Los Angeles it was decided to show the plan to a number of telecasters. The committee was enlarged last summer, with the following added: Richard A. Borel, WBNS-TV Columbus, Ohio; J. Leonard Reinsch, WSB-TV Atlanta; Donald Thornburgh, WCAU-TV Philadelphia; Lee Wailes, Storer Broadcasting Co., and Robert D. Swezey, WDSU-TV New Orleans. The enlarged committee named Mr. Swezey as chairman. Principles of the plan were endorsed last Dec. 1 and the plan was submitted Dec. 22 to the Advertising Research Foundation. Last Jan. 21 the Tv Board authorized formation of the work committee, which now has two subcommittees, research, and organization-finance. The latter subcommittee now has the following members: Paul Raibourn, KTLA (TV) Los Angeles, chairman; Harold V. Hough, WBAP-TV Fort Worth; Messrs. McCollough, Wailes, Reinsch, Thornburgh and Swezey (ex-officio). The top committee comprises the two subcommittees and is chairmanned by Mr. Swezey.

NARTB MAY SET RECORD ATTENDANCE AT UPCOMING CONVENTION IN CHICAGO

Association staff being swamped with registration requests. Additions to conventon agenda announced last week.

PRE-CONVENTION rush broadcaster applications for rooms and suites at the Palmer House during the NARTB's annual meeting developed last week, with predictions freely made that Chicago attendance would smash all records.

The applications for facilities started mushrooming during the week. With industry meetings scheduled to open next Sunday, the NARTB staff was swamped with registration requests. The number of associate members reached 118, surpassing all past records and indicating that exhibit and entertainment activities will reach new heights.

A number of additions were made to the agenda, principal details of which have been announced by Kenyon Brown, KWFT Wichita Falls, Tex., Convention Committee chairman, and Robert K. Richards, NARTB administrative vice president and convention program manager. Three panels were completed, covering films, labor relations and freedom of information.

Judge Justin Miller, retired NARTB board chairman and now advisory counsel, has been invited to take an active part in the convention, is was learned. His first appearance will be to preside at the election of five members to the Television Board, to be held the afternoon of May 26.

Robert D. Swezey, WDSU-TV New Orleans, Television Board chairman, will preside at the tv membership business meeting during which the election of five directors is scheduled.

Attendance at the annual Engineering Conference, May 25-27, should reach the 500 mark, far ahead of past records, in the opinion of A. Prose Walker, NARTB Engineering Dept. manager (see summaries of engineering papers pages 104-111). Mr. Walker said registrations were far ahead of those a year ago.

John F. Meagher, whose selection as new NARTB radio vice president was announced Friday by President-Board Chairman Harold E. Fellows (see story page 48), will make his first convention appearance during the fm panel meeting May 24. Mr. Meagher, now general manager of KYSM Mankato, Minn., will assume his new duties June 15.

Mr. Meagher will appear again during the May 26 code enforcement discussion. He is chairman of the NARTB Standards of Practice Committee, which recently revised the radio code.

Freedom of Information Meet

The freedom of information meeting the afternoon of May 26 will be moderated by Edgar Kobak, WTWA Thomson, Ga., board member and chairman of NARTB's Freedom of Information Committee. Others taking part will be Sig Mickelson, CBS; Richard Harkness, NBC; Lawrence Spivak of *Meet the Press;* P. A. Sugg, WKY-TV Oklahoma City; Victor A. Sholis, WHAS-TV Louisville, and E. R. Vadeboncoeur, WSYR Syracuse.

On the labor relations panel May 25, 4:15 p.m., the topic will be, "How to Negotiate a Labor Contract." Mr. Swezey will be moderator. The panel is designed to give broadcasters a view of the professional approach to contract negotiation. Participants will be William C. Fitts Jr., CBS; Hoyt Steele, Benjamin Electric Co., Des Plaines, Ill., labor spokesman for the U. S. Chamber of Commerce; Owen Fairweather, Chicago labor attorney; Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill.; Calvin J. Smith, president and general manager of KFAC Los Angeles, and Charles H. Tower, acting manager of the NARTB Employe-Employer Relations Dept.

The film panel will be held May 25, 4:15 p.m. Its theme will be how, when and where to buy television films, with Harold See, KRON-TV San Francisco, as moderator. Flanking him will be Paul Adanti, WHEN-TV Syracuse,

POST-LUNCHEON gathering at a Broadcast Executive Club of Chicago meeting [B•T, May 10] brought together this quintet of notables (l to r): John Cory, vice president of Free & Peters, station representative firm, and BECC president; Walter Kurz, general advertising manager, Chicago *Tribune;* Edgar Kobak, Advertising Research Foundation president who spoke at the luncheon; Fergus Mead, vice president of Buchen Co., and Harold W. Webber, vice president of Foote, Cone & Belding. Messrs. Kurz, Mead and Webber are ARF directors.

63

Excellent and "live" reasons why...

WBKB

is Chicago's best television buy!

Joe Kelly

Fran Allison

Tommy Bartlett

Dr. Bauer

Jack Drees

Ulmer Turner

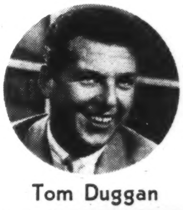
Claude Kirchner

Austin Kiplinger

Danny O'Neil

Using more live talent than any other Chicago station, WBKB has on its roster such nationally known personalities as moppet show emcees — Joe Kelly, Angel Casey and Two Ton Baker; Fran Allison, popular hostess of the Guest House; Dr. W. W. Bauer, leading A.M.A. authority; Tommy Bartlett, Danny O'Neil and Claude Kirchner with their respective programs appealing directly to Chicagoland housewives; Austin Kiplinger and Ulmer Turner, award-winning newscasters and Jack Drees and Tom Duggan, sports experts.

For the complete story of all 63 excellent and live reasons . . . consult your nearest BLAIR-TV representative or write, wire or call the WBKB sales department.


Tom Duggan

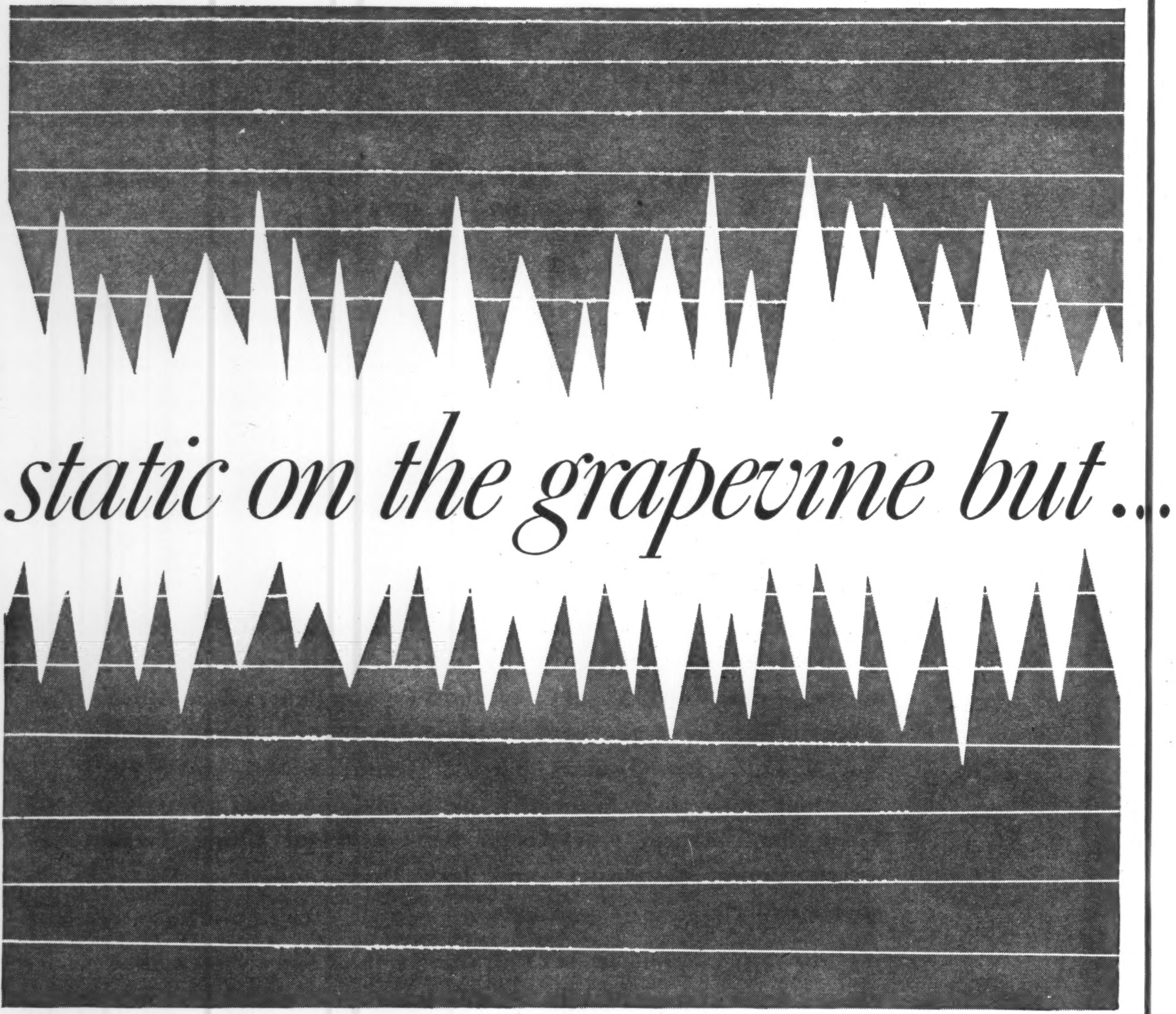
Angel Casey

Two Ton Baker

Get full information from...

WBKB 7
CHANNEL
20 North Wacker Drive, Chicago 6, Ill.
Telephone ANdover 3-0800
ABC TELEVISION NETWORK

BLAIR TV
TELEVISION'S FIRST EXCLUSIVE NATIONAL REPRESENTATIVE


static on the grapevine but ...

NBC **SPOT SALES**
30 Rockefeller Plaza, New York 20, N.Y.

Chicago Detroit Cleveland Washington
San Francisco Los Angeles Charlotte Atlanta**

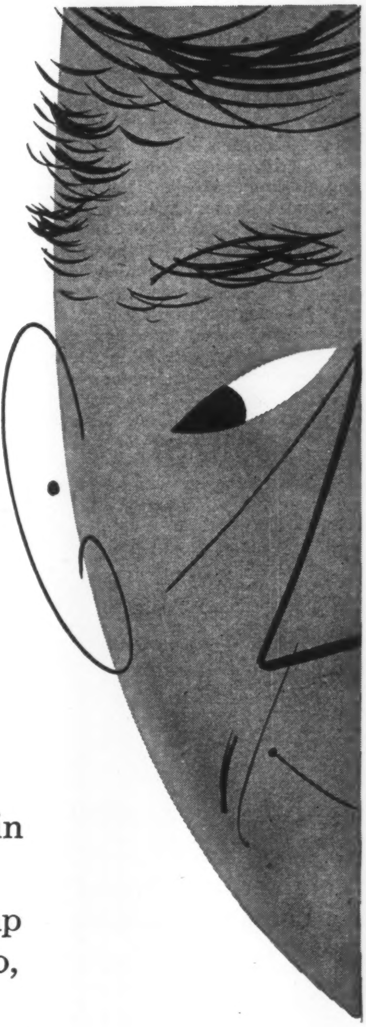
**Bomar Lowrance Associates*

REPRESENTING TV STATIONS:

- *WNBT, New York*
- *WNBQ, Chicago*
- *KNBH, Los Angeles*
- *KSD-TV, St. Louis*
- *WNBW, Washington*
- *WNBK, Cleveland*
- *KPTV, Portland, Ore.*
- *WAVE-TV, Louisville*
- *WRGB, Schenectady-Albany-Troy*
- *KONA-TV, Honolulu, Hawaii*

REPRESENTING RADIO STATIONS

- *WNBC, New York*
- *WMAQ, Chicago*
- *KNBC, San Francisco*
- *KSD, St. Louis*
- *WRC, Washington*
- *WTAM, Cleveland*
- *WAVE, Louisville*
- *KGU, Honolulu, Hawaii*



. . . here are the facts

Effective September 1, 1954.

NBC SPOT SALES will represent the Crosley Group stations on the Pacific Coast and in Detroit.

THE CROSLEY GROUP Sales Offices will represent all the NBC Spot Sales radio and television stations in Cincinnati, Dayton and Columbus.

There is no change in representation of Crosley Group stations by Crosley Sales Offices in New York, Chicago, Cincinnati, Dayton, Columbus, Atlanta.

. . . and no change of station ownership or management.

CROSLEY BROADCASTING CORPORATION, CROSLEY SQ., CINCINNATI, OHIO
NEW YORK · CHICAGO · DAYTON · COLUMBUS · ATLANTA

the **CROSLEY GROUP**

WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

N. Y.; Martin Campbell, WFAA-TV Dallas; Elaine Phillips, WSPD-TV Toledo, Ohio; Irving Rosenhaus, WATV (TV) Newark, N. J.; Raymond Welpott, WRGB (TV) Schenectady, N. Y., and Klaus Landsberg, KTLA Los Angeles.

Keynote speaker this year will be William S. Paley, CBS board chairman, who will be presented NARTB's second annual Keynoter Award at the May 25 morning session. NARTB President Fellows will address the May 25 luncheon, giving his annual report. That afternoon the engineering and management conferences will meet jointly. Six members of the FCC will take part in a May 27 morning roundtable, answering broadcasters' questions about regulation. FCC Chairman Rosel H. Hyde will be the May 26 luncheon speaker.

Among international guests attending the convention will be Emilio Azcarraga, head of the Azcarraga radio-tv stations in Mexico; Jose Luis Fernandez, general director, Inter-American Assn. of Broadcasters, and Goar Mestre, CMQ Havana. They will attend an IAAB meeting to be held after the convention.

The complete agenda includes many workshop and panel discussions of practical interest to broadcasters and telecasters [B•T, May 10]. Two dozen corollary meetings are scheduled. They follow:

May 22—RCA sales meeting; Motion Pictures for Television meeting; first General Electric Co. sales conference of series ending May 28; Philco Corp.

May 23—Central Broadcasting Co.; BMI board; Television Pioneers; MBS affiliates.

May 24 — Radio-Electronics-Tv Mfrs. Assn. broadcast equipment group meeting; Television Advertising Bureau organizational meeting (see TAB story page 50); Broadcast Advertising Bureau board luncheon; NARTB luncheon for state broadcast association presidents; Drew Pearson's Program Service; University Assn. for Professional Radio Education; Clear Channel Broadcasting Service; Edward Petry Co.; Council on Radio Journalism; NARTB Sports Committee; CBS affiliates; MBS affiliates meeting, Morrison Hotel; NARTB TV Board luncheon; BMI-NARTB Old-Timers Dinner.

May 26—Radio Pioneers Dinner.

McIntosh Named to Head Consulting Engineers Group

FRANK H. McINTOSH, Washington consulting engineer and developer of the McIntosh amplifier, has been elected president of the Assn. of Federal Communications Consulting Engineers. He succeeds Frank G. Kear as head of the organization.

MR. McINTOSH

Other officers, all chosen at the annual AFCCE meeting in Atlantic City, were: T. A. M. Craven, Craven, Lohnes & Culver, vice president; Everett L. Dillard, Commercial Radio Equipment Co., secretary and Robert E. L. Kennedy, Kear & Kennedy, treasurer.

Elected to the four man board were John Creutz of Page, Creutz, Garrison & Waldschmitt, and George E. Gautney of Gautney & Jones. They succeed Stuart L. Bailey of Jansky & Bailey, and the late Millard M. Garrison of Page, Creutz, Garrison & Waldschmitt. The other two members of the board are A. Earl Cullum Jr. and George P. Adair.

Hope was expressed at the April 30 meeting that AFCCE would undertake to work with the FCC to revise and bring up-to-date am, fm and tv engineering standards.

AFCCE has 27 regular and 12 associate members.

Meagher Named NARTB VP in Charge of Radio

He will fill the position created last January at insistence of the association's aural broadcaster members.

JOHN F. MEAGHER, 16-year radio veteran and general manager of KYSM Mankato, Minn., was named Friday to fill the new post of vice president in charge of radio at NARTB. He is serving his third term on NARTB's board.

NARTB President Harold E. Fellows, in announcing the appointment, said Mr. Meagher will assume his duties June 15. He reports direct to Mr. Fellows in representing the interests of am and fm member stations with special responsibility in working with state broadcast associations.

MR. MEAGHER

The new position was created at last January's NARTB board meeting following demand of aural broadcast members for a vice presidency paralleling television in the association structure. This marks a return to the radio-tv service structure set up five years ago when the association first provided separate services to members representing the two media.

Mr. Meagher will take part in the industry convention starting next Sunday in Chicago. As an NARTB board member from a small station he has been active for a decade in serving the interests of this group as well as taking part in activities involving all classes of stations.

Currently he is chairman of the Standards of Practice Committee, which this year announced the first changes in the radio code of ethics since the project was founded in 1948. He is completing the first year of a two-year term as District 11 director. He previously had represented District 11 on the board in 1947-49 and 1949-51.

His experience in association affairs has been extensive, starting with membership on the small market station committee 1945-50 and including the responsibility of board liaison for these stations in 1948-50. He served on the board finance committee several years and was chairman of the committee two years.

One of the best-known small-station broadcasters in the nation, Mr. Meagher has been on the programs of BMI clinics and has served on the BAB board. He helped form Minnesota Broadcasters Assn. and was the first president, serving two terms. He also helped form South Dakota Broadcasters Assn. Other activities include U. of Minnesota news clinics and Northwestern Radio Institute.

He is a graduate of Notre Dame, class of 1931, and was in the cement business until he joined KYSM in 1938.

B•T Headquarters

CONVENTION headquarters of B•T will be maintained during NARTB's annual meeting in Suite 831-832-833 of the Palmer House, Chicago. The headquarters and reception rooms will be opened to delegates Sunday, May 23, and remain open throughout the convention. A news workroom will be manned by a staff that will cover all activities.

BAB LISTS AGENDA FOR CONVENTION

DETAILS on BAB's program at the NARTB convention in Chicago on May 27 were announced for release today (Monday) by Kevin Sweeney, BAB president.

Highlight of the program will be presentations by advertising executives of six leading companies—three national and three local and regional—in which they will explain how their companies are using radio effectively. Participating in this phase of the program will be Oliver B. Capelle, advertising manager, Miles Labs Inc., Elkhart, Ind.; A. H. Caperton, advertising manager, Dr. Pepper Co., Dallas; Barney Corson, Tidy House Products Co., Shenandoah, Iowa; James P. Furniss, assistant vice president in charge of advertising and public relations, Citizens and Southern National Bank of Georgia, Atlanta, and Clayton R. Sanders, advertising director, Peoples Drug Stores Inc., Washington.

The radio sales session, conducted solely by BAB, is scheduled for 2 p.m. in the Red Lacquer room of the Palmer House. Chairman of the meeting will be Kenyon Brown, president of KWFT Wichita Falls and head of the BAB Convention committee.

Charles C. Caley, president and general manager of WMBD Peoria and chairman of the board of directors of BAB, will precede the advertising executives with an annual progress report on BAB. Mr. Sweeney will follow with a report on BAB's plans and objectives for 1954-55.

Other BAB executives, who will attend the convention, are R. David Kimble, director of local promotion; J. Norman Nelson, director of national promotion; Arch L. Madsen, director of member service; Gale Blocki Jr., director of midwestern sales, and William L. Morison, assistant secretary-treasurer.

Most Tv Stations Need 20-25% Boost—Doherty

FOUR-FIFTHS of tv stations could be put on a profitable basis with a 20-25% increase in revenue, Illinois Broadcasters Assn. was told Thursday at its Springfield meeting by Richard P. Doherty, consultant to the new Television Advertising Bureau. Most tv stations are currently in the red, he said.

Mr. Doherty said part of TAB's basic program in seeking to improve the profit picture involves development of more spot and local advertising dollars. He predicted a $1 billion

*Gelausedup English

Nu dies man has
Gespent his gelt,
Don't got nein friend
In all der welt.
Boss has him
In a crick getossed,
Gebacked way up,
Die oars gelost.
Und why was such
A dumkopf he?
No NHC-AM-TV

-CECIL-

WNHC

AM FM TV

NEW HAVEN

New England's first complete broadcasting service • represented nationally by Katz

* In Plain English

WNHC-TV reaches more than 2,540,760 people in Connecticut and adjacent areas. 125 newspapers carry WNHC daily program listings.

VHF
Channel 8

Three steps cover New Haven on radio.

- saturation — write for details
- NBC affiliation
- complete merchandising service

revenue year is foreseeable within five years, with 1954 revenue not expected to pass the half-million mark. A goal of TAB, he added, is to see that tv revenue is spread around all the 400 tv stations.

As to color tv, Mr. Doherty predicted that for a year or two the medium "would be difficult on many stations beyond the major markets, especially those outside the first 75 cities. Moreover, daily network programs costs added to high color film costs will undoubtedly cause sponsors and agencies to grow cautious about expanding coverage in smaller cities and smaller metropolitan areas."

With station cooperation, he said, TAB must observe these five "musts":

Television must be sold hard and effectively in both the national and local markets.

Television stations must be managed with top skill and efficiency.

Television station management must become better informed about the basic economics of television.

Television programming must be creative and of television character, and not be converted or adapted radio programming.

Television production must be of professional calibre both with regard to program production and the production of announcements.

Access to radio-tv coverage of small school events and educational television were among other topics covered at the meeting. Speakers included Merrill Lindsay, general manager, WSOY Decatur, and Leslie C. Johnson, general manager, WHBF-AM-TV Rock Island. Robert Burow, general manager of WDAN-AM-TV Danville, presided as IBA president.

Mr. Lindsay said right of coverage of small school sports events is really a local problem, but that regional or state sports tournaments represent a matter for association study.

Mr. Johnson, chairman of IBA's Tv Committee, delivered a report on educational television, touching on FCC's grant last November to the U. of Illinois (see separate story). IBA and other groups claimed the tv outlet would compete out of state funds against commercial tv.

SRA Announces Plan To Simplify Tv Operations

THE Operations Desk plan, designed to simplify tv station operations by having all advertising material sent to tv stations in care of "Operations Desk," was announced today (Monday) by Station Representatives Assn.

The plan, SRA said, "is a device by which all film, slides, copy, copy instructions, art work, photos, props and other commercial material would be sent to tv stations in care of 'Operations Desk'."

Centralizing operations, this plan eliminates the confusion caused when stations instructed advertisers and agencies to send material to specific individuals at the station, often to send different items to different individuals, SRA commented.

Before the public announcement, the plan was circulated to a cross-section of tv stations, large and small, vhf and uhf and scattered geographically, SRA said, reporting that the majority of the stations who were polled gave the plan their hearty endorsement. "Many have already put it into effect," SRA noted. Advertising agencies also felt that the plan offers a practical answer to their problems.

NARTB Tax Group Named

SPECIAL NARTB Tax Committee to observe tax developments applying to the broadcasting industry has been named by NARTB President-Board Chairman Harold E. Fellows. George Wheeler, NBC, was named chairman. Other members are Chris Witting, Westinghouse Broadcasting Co., and Rudy Peterson, CBS.

ST. LOUIS Food Brokers Assn. showed a film, "The Man Who Serves the Food Industry," to 300 members of the local Ad Club at a luncheon. KMOX St. Louis executives and CBS Radio's Housewives' Protective League officials were guests. L to r: Gene Wilkey, KMOX general manager; Robert Hyland, KMOX sales manager; Bill Sonnenday, president of SLFBA; Ed Wood Jr., HPL gen. manager; Phil Stevens, KMOX-HPL director.

NARTB, TAB GROUPS HOLD 'FEELER' MEET

Informal discussion on organization plans and policies features New York meeting of members from NARTB's Tv Board and TAB's organizing committee, in a clarification of general aims before the full TAB organizing committee met Friday in Chicago.

PRECEDING Friday's meeting of Television Advertising Bureau's organizing committee in Chicago (see story, page 7), several members of the committee met Thursday in New York for an informal discussion of organization plans and policies with representatives of NARTB's Tv Board which also has been making plans for the formation of a sales and promotion organization for the nation's tv broadcasters.

No conclusion was reached during the noontime session, held in Storer House in mid-Manhattan, nor had one been expected. The meeting was described as "completely informal and unofficial," designed solely for the exchange of information so that each group would know what the other's thinking is and, in the long run, so that when an organization is finally formed it may truly represent all tv stations.

Several participants in the Thursday session, reached later that day, agreed that although the session had been inconclusive it had been a constructive meeting, valuable to both groups. "We exchanged ideas and that was all we had planned to do," one broadcaster said. "This was not the time for official action and this was not the group to take such action."

"If TAB seeks the support of NARTB, as it undoubtedly will, since its purpose as well as its name is identical with that of the organization being planned by NARTB, the time for that will be after the organizational plans of TAB have been completed and there is something concrete to put on the table for consideration. The exchange this noon (Thursday) merely let each group know along what lines the other had been thinking."

One major difference in the thinking of the TAB organizing committee and that of NARTB's Tv Board, it was learned, is in the TAB plan to offer membership to stations only, and not to accept networks as members. This would be in line with the practice of the Bureau of Advertising of ANPA, which promotes the sale of newspaper space but does not attempt to serve newspaper syndicates nor Sunday supplements. It differs from the formula pursued by BAB, radio promotion organization, which includes networks as well as stations among its members.

The NARTB Tv Board thinking, it is understood, leans toward making TAB broad enough to represent all segments of the telecasting industry, networks as well as stations and tv film producers as well as broadcasters. The fight to increase tv's share of the advertising dollar, which is the reason for forming a TAB at all, should be a fight of all tv interests against other media, not an internecine battle of stations versus networks and networks versus films, in the opinion of this group.

Stress Need for Agreement

Spokesmen for both parties stressed the need for industry agreement and the desirability for further exchange of ideas so that when TAB is launched, it may begin with full industry support. Confidence was expressed by all that whatever form the new organization may take, all-industry or station only, its inception must be one to help advance television generally and that under no circumstances will it be allowed to become the cause of division in the ranks of tv broadcasters.

Representing the NARTB at the Thursday get-together were Harold Fellows, president; Robert D. Swezey, WDSU-TV New Orleans, chairman of the Television Board, and Clair R. McCollough, WGAL-TV Lancaster, vice chairman of the Tv Board. Present for the TAB organizing committee were Tom Harker, Storer stations; Richard A. Moore, KTTV (TV) Los Angeles, temporary chairman of the organizing committee; Norman Gittleson, WJAR-TV Providence. Seventh member of the luncheon discussion group was William H. Weldon, president, Blair-Tv.

NEW YORK
CHICAGO
OAK HILL

THAT THIRD ONE SORTA GETS ME!

(BUT OAK HILL DOES BOAST WEST VIRGINIA'S SECOND MOST POWERFUL STATION!)

STATION COVERAGE DETAIL BY NCS AREAS

Total Radio Homes in Area	STATE NCS Area County	No. of Counties	DAYTIME					
			4-Week Cum.		Weekly		Average Day	
			NCS Circ.	%*	NCS Circ.	%*	NCS Circ.	%*
	WEST VIRGINIA							
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
	MONROE							
	SUMMERS							
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
	BRAXTON							
	DODDRIDGE							
	GILMER							
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
	CLAY							
	WEBSTER							
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
	CALHOUN							
	JACKSON							
	WIRT							
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
	BOONE							
225,030	10 TOTAL	21	102,200		92,540		51,320	

**=% of Radio Homes in Area*

Yes Sir, there's only *one* station in West Virginia that gives you more power than Oak Hill's WOAY—and we doubt that *any* other can give you such unduplicated coverage of so many West Virginia *people!*

WOAY delivers a 21-county NCS audience of 102,200 daytime families. You can buy a one-minute spot on WOAY for a mere $5.00 (52-time rate)—*can actually have a modest year's campaign for only $260!*

We'd like to have you join the growing list of national accounts who have "discovered" WOAY. For all the facts, write direct to Robert R. Thomas, Jr., Manager, at:

WOAY

OAK HILL, WEST VIRGINIA

10,000 Watts AM

20,000 Watts FM

THE LATEST WCKY STORY

“ . . . . based on changing p rn
. . . . radio’s future must h
when they are away from h e”

n tal
owles
ed b

WCKY Gives You This m

“Out-Of-Home” Audience--OVERW E

In 504 quarter hours (6 am to midnight Monday thru Sunday) WCKY has nearly 2½ times as many first place audience ratings* as all four Cincinnati network stations combined.

	1st Place and Tie for 1st	1st Place Only
WCKY	**412**	**362**
Station A	88	58
Station B	67	43
Station C	10	1
Station D	5	3

— reflected in your sales —
— but not in our rates.

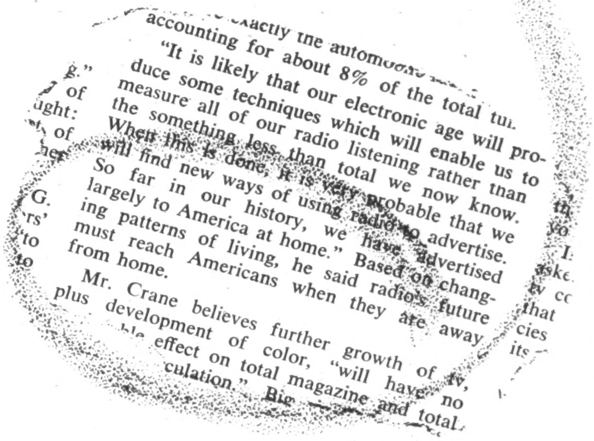
*Feb. 1954 Pulse
"out-of-home" study

WCKY . . . ON THE AIR EVERYWHERE ● TWE Y

parns of living
t rh Americans
he"

m talk by David B. Crane V. P. Benton
owles, before ANA Convention as re-
ted by B • T, March 22.

s mportant
RWELMINGLY.



...exactly the automo...
accounting for about 8% of the total tu...

"It is likely that our electronic age will produce some techniques which will enable us to measure all of our radio listening rather than the something less than total we now know. When this is done, it is very probable that we will find new ways of using radio to advertise. So far in our history, we have advertised largely to America at home." Based on changing patterns of living, he said radio's future must reach Americans when they are away from home.

Mr. Crane believes further growth of tv, plus development of color, "will have no ...ble effect on total magazine and total ...culation." Big...

82% of Cincinnati's big "out-of-home" audience prefers WCKY.
Get this big PLUS for your Spring and Summer Schedule

on WCKY

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson
WCKY
CINCINNATI

TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

NRDGA DISCUSSES TV USES, MISUSES

Tv offers a powerful medium for department stores but they are failing to take advantage of it, retail dry goods group hears at Washington tv clinic.

TELEVISION offers department stores a powerful sales medium but they are not taking advantage of it, judging by the consensus of participants in a television clinic held in Washington Monday-Tuesday by National Retail Dry Goods Assn. George P. Gable, president of William F. Gable Co., major Altoona (Pa.) department store, and of WFBG-AM-TV Altoona, introduced the panel.

Discussing ways of making tv sell for stores, panel participants were Howard H. Bell, NARTB assistant to the tv vice president, chairman; Sam Cuff, tv consultant; Ted Nicholaf, WFGM-TV Indianapolis account executive, and Armand Grant, assistant general manager, WAAM (TV) Baltimore.

Recalling criticism of commercial television by Bernice Fitz-Gibbon, formerly of Gimbel's in New York, Mr. Bell said, "I can only say that obviously she has never been in a country where broadcasting is supported by government rather than the advertiser."

Mr. Cuff listed some possible reasons department stores haven't fully recognized tv's advantages as: lack of local rates in tv's early days; poorly produced daytime programs; spots crowded into poor periods; store executives who seldom see their tv spots if run during the day, and assume nobody else sees them.

He proposed a "pilot operation" by which heavy department store users and tv stations share their experiences. He told how Wm. F. Gable Co. uses television successfully. The store is sharing its experiences with other stores [B•T, May 10], he reminded, and will provide prints of its spot films. He said tv has brought "a great many new customers from the outlying areas," with the business "spilling over into the rest of the stores in Altoona."

Grant's Advice to Advertisers

Mr. Grant said tv, as was the case with radio, is considered a "step-child" by many department stores. He advised retailers to develop morning and early afternoon programs with low-budget entertainment, using leader items to bring the public into the store. Programs should be the foundation for tv advertising, he said, supported by eight-second identification announcements used in saturation campaigns calling attention to specific events. He described tv as "a great pre-selling medium" and regretted that retailers do not take as great pains with tv as with newspapers or spend as much money on telecasting.

Mr. Grant said national advertisers selling merchandise to stores will cooperate financially on local programs.

Sinclair Weeks, Secretary of Commerce, called for a revival of "intensive selling" to meet adjustments caused by the return to a peacetime economy. He saw favorable signs in the business picture, including record construction expenditures in April and retail sales of $14.3 billion for the month, 3% above March and equal to a year ago after adjustment for seasonal factors.

Mr. Nicholaf, account executive of WFBM Indianapolis, told how L. S. Ayres & Co. uses a daily half-hour to sell via television, developing a special theme for each program.

Arthur M. See, sales promotion manager of Saks 34th St., New York, said, "It's only because people read newspapers for news that we retailers get such good direct results from them. And it's only because radio and tv are basically entertainment media that our direct results from them have been so poor. This we learned the hard way."

NARTB Golf Tournament

ANNUAL NARTB convention golf tournament for the BROADCASTING • TELECASTING trophies will be held next Sunday, May 23, at Acacia Country Club, La Grange, Ill. Busses will leave the Palmer House at 8:45 a.m. Trophies will be presented for low net and low gross scores. Handicaps will be based on the blind bogey system. For details inquire at any B•T office or NARTB convention headquarters in the Palmer House.

New York Mayor Pledges Help to Radio, Tv

The New York mayor, in a talk to Radio-Tv Executives Society, pledges his administration's aid in maintaining the city's position as the nation's radio and television capital.

MAYOR Robert F. Wagner of New York pledged his administration to do everything within its power to help New York maintain its position as the nation's radio and television capital in an address delivered Thursday at the May luncheon meeting of the Radio & Television Executives Society at New York's Hotel Roosevelt.

Many conferences with broadcasters, builders and engineers have been held by the Wagner administration, the mayor said, with a view to revising the city's building code and other ordinances in accordance with modern practices so as to afford the best conditions for the broadcasting industry.

Discussions of a municipal tv center are still continuing, he said, despite such major difficulties as finding a suitable location in "the small crowded island of Manhattan," solving the problem of individual tv stations and networks who have already made substantial studio investments of their own and settling the still controversial subject of whether a tv center should be built on the vertical skyscraper or horizontal movie lot plan. Another meeting on the tv center is scheduled for tomorrow (Tuesday), he announced.

City's Financial Difficulties

Discussing the city's financial difficulties, Mayor Wagner said that with taxing powers limited to real estate and nuisance taxes and with the state government uncooperative (a condition he blamed on politics in a gubernatorial campaign year), his administration had chosen the extension of the city's 3% sales tax to services to which advertising and other business interests have vigorously objected [B•T, April 12, et seq].

"We are not wedded to any tax plan," the mayor declared. He invited anyone with an alternative plan to present it to city hall, assuring that it would receive earnest consideration.

New officers and governors of RTES for the coming year were installed during the luncheon session. Officers are: Roger Pryor, Foote, Cone & Belding, president; Robert J. Burton, BMI, first vice president; Elliott M. Sanger, WQXR, second vice president; Claude Barrere, BMI, secretary, and Joseph A. McDonald, NBC, treasurer.

Board members for the 1954-55 season are: Lewis H. Avery, Avery-Knodel; John H. Bachem, DuMont; Caroline Burke, NBC; G. W. Johnstone, NAM; Marvin Kirchs, *Radio Daily;* William T. Hamilton, CBS Radio Network; Robert W. Sarnoff, NBC; Robert A. Schmid, MBS, and George T. Shupert, ABC.

NARTB MEMBERSHIP 1,832, CLOSE TO POST-WAR PEAK

Both am and tv categories are larger, although fm has fallen off. The year's growth is 8%.

TOTAL membership of NARTB has risen to 1,832, a growth of 8% over last year's industry convention and close to the post-war peak.

Am membership now totals 1,128 against 1,083 a year ago, according to C. E. Arney Jr., NARTB secretary-treasurer. Tv membership has risen from 148 to 255 and associates number 114 as against 88 a year ago. Fm membership has dropped from 373 to 329, ascribed mainly to station deletions. All four tv networks are members, with MBS and NBC as am network members.

A pre-convention membership drive helped swell the rolls, according to NARTB President Harold E. Fellows. Chairman of the campaign was Henry Clay, KWKH Shreveport, La. William K. Treynor, NARTB station relations manager, and district directors supervised the local drives.

Stations applying for membership during the two-month membership drive were:

KABQ Albuquerque, N. M.; KARE Atchison, Kan.; KBAY-TV San Francisco; KBIM Roswell, N. M.; KBTA Batesville, Ark.; KCKY Coolidge, Ariz.; KCLV Clovis, N. M.; KDBC Mansfield, La.; KDEF Albuquerque, N. M.; KDKD Clinton, Mo.; KECK Odessa, Tex.; KEDD-TV Wichita, Kan.; KENO Las Vegas, Nev.; KERB Kermit, Tex.; KFAD Fairfield, Iowa; KFDA-TV Amarillo, Tex.; KGLO-TV Mason City, Iowa; KGLU Safford, Ariz.; KGMB-TV Honolulu; KHOF-TV Stockton, Calif.; KHQ Spokane, Wash.; KICK Springfield, Mo.; KIUN, Pecos, Tex.; KJEO-TV Fresno, Calif.; KJSK Columbus, Neb.; KJUN Redmond, Ore.; KLAC Hollywood, Calif.; KMO Tacoma, Wash.; KMPC Hollywood, Calif.; KNOX-TV Grand Forks, N. D.; KOAM-TV Pittsburg, Kan.; KOAT-TV Albuquerque, N. M.; KOBE Las Cruces, N. M.; KOTS Denning, N. M.; KRSN Los Alamos, N. M.; KSFE Needles, Calif.; KSIG Crowley, La.; KSLA-TV Shreveport La.; KTER Terrell, Tex.; KTKR Taft, Calif.; KTSM-TV El Paso, Tex.; KTUR Turlock, Calif.; KVLB Cleveland, Tex.; KVMA Magnolia, Ark.; KVNC Winslow, Ariz.; KVOA-TV Tucson, Ariz.; KWBG Boone, Iowa; KWJB Globe, Ariz.; KWTV (TV) Oklahoma City, Okla.; KXAR Hope, Ark.; WABI, WABI-TV Bangor, Me.; WACR Columbus, Miss.; WAFC Staunton, Va.; WBEV Beaver Dam, Wis.; WCIA-TV Champaign, Ill.; WCNY-TV Carthage, N. Y.; WDEF-TV Chattanooga, Tenn.; WEAT Lake Worth, Fla.; WFIW Fairfield, Ill.; WGVM Greenville, Miss.; WHAK Rogers City, Mich.; WHEN Syracuse, N. Y.; WILO Frankfort, Ind.; WJNO-TV West Palm Beach, Fla; WKAI Minneapolis, Minn.; WKXL New York, N. Y.; WLAS Jacksonville, N. C.; WLBC-TV Muncie, Ind.; WLBK De Kalb, Ill.; WLDB Atlantic City, N. J.; WMBC Macon, Miss.; WNEM-TV Bay City, Mich.; WRAC Racine, Wis.; WRAG Carrollton, Ala.; WSJV-TV Elkhart, Ind.; WTAQ La Grange, Ill.; WTOK-TV Meridian, Miss.; WUSN-TV Charleston, S. C.; WWIT Canton, N. C.

FAB Meets June 17-19

ANNUAL meeting of Florida Assn. of Broadcasters will be held June 17-19 at the new Biltmore Terrace, Miami Beach, according to President L. Herschel Graves, WTAL Tallahassee.

Speakers will include A. Prose Walker, NARTB engineering manager, who will discuss remote control of transmitters, and Arnold Wilkes, Hearst Corp. stations who will speak on public relations.

Picture of a fighter's hands . . .

These are the hands of a John E. Pearson man.

They're fighting hands, but they don't fight with uppercuts or kidney punches. They fight with facts. They wield a pencil or a pen in am or tv station managers' offices throughout the land. They punch the keys of travel-worn typewriters on The Super-Chief as it streaks to 'Frisco; on musty old trains that slide through the "milk-runs", on buses and on planes.

They're one set of the hands of the very able men who represent The John E. Pearson Co. from coast to coast.

A Pearson man is a very able man, wise in the ways of rates and ratings, down-to-earth station promotion and publicity and merchandising. They're the hands of a man who works closely with the manager of a little station somewhere in Texas as he would with an anxious, information-seeking timebuyer in New York or Chicago.

That's teamwork to the 'nth degree. It's one of the basic principles which have made The John E. Pearson Co. the powerful, individual and very-hard-to-be-duplicated representative firm that it is.

. . . JEPCO knows how the wind blows

John E. Pearson Company

radio and television station representatives

New York • Chicago • Minneapolis • Dallas • Los Angeles • San Francisco

15 U. S., 12 Canadian Stations Join BAB

FIFTEEN American and 12 Canadian radio stations were admitted to membership in BAB during the past month, Kevin Sweeney, BAB president, announced last week. Total membership in BAB currently is 841.

New Canadian members are CFQC Saskatoon, Sask.; CHAT Medicine Hat, Alta.; CJAD Montreal, Que.; CJCA Edmonton, Alta.; CJCB Sydney, N. S.; CJRL Kenora, Ont.; CJVI Victoria, B. C.; CKCK Regina, Sask; CKCV Quebec, Que.; CKNW New Westminster, B. C.; CKWX Vancouver, B. C., and CKY Winnipeg, Man.

AAW Lines Up Speakers For Salt Lake Convention

TOP advertising and marketing-research experts will be among speakers at the Advertising Assn. of the West's 51st annual convention in Salt Lake City, June 27-30.

Covering all media, an examination of advertising and selling at the consumer level will be discussed by Esther Latzke, director of the consumer service department, Armour & Co., Chicago; Everett J. Runyon, manager, advertising and sales promotion, California Packing Corp., San Francisco, and Samuel Borton, president, Marketing Corp. of America, New York. Radio and television's role in selling also will be on the convention agenda, with speakers currently being lined up, according to general chairman K. M. Carpenter.

Seven Become ANA Members

THE Assn. of National Advertisers announced last Thursday that seven companies have been elected to membership. They are: American Safety Razor Corp., New York; Blaw-Knox Co., Pittsburgh; Chivas Bros. Import Corp., New York; Allen B. DuMont Labs, Clifton, N. J.; Spring Mills Inc., New York; Telephone-Sound Division, Stromberg-Carlson Co., Rochester, and Wings Shirt Co., New York.

IF PAY-SYSTEMS SERVE PUBLIC INTEREST THEY CAN BE BROADCAST OPERATIONS—FCC

Commission answers the House Commerce Committee's request for comment on subscription broadcasting. The committee has before it the Hinshaw bill which would make fee operations common carrier.

IF subscription broadcasting is found to serve the public interest, then the FCC can authorize it as a "broadcast operation."

The FCC revealed this stand to the House Interstate & Foreign Commerce Committee in submitting comments on the Hinshaw bill (HR 6431) [CLOSED CIRCUIT, May 10].

The measure's author, Rep. Carl Hinshaw (R-Calif.), authorized release of the FCC letter Thursday. His bill would make operators of subscription tv—the system by which broadcasts would be received on home sets for a fixed fee—common carriers.

Public utilities in communications are classified as common carriers. Thus, not only are they subject to FCC regulations but also their rates are regulated, as contrasted to the freedom enjoyed in the advertising-supported broadcast field.

Zenith Petition

The only petition before the FCC asking for authorization of commercial subscription tv was filed in 1952 by Zenith Radio Corp., the Chicago radio-tv manufacturer. During the past year, 10 tv operators and grantees, mainly uhf, asked the Commission to hasten consideration and approval of the Zenith petition. Officially, the FCC has had no requests from Skiatron or International Telemeter Corp., except for requests for experimental tests by the former.

The Hinshaw bill was introduced last July. It has been pending before the commerce group. The committee's chairman, Rep. Charles A. Wolverton (R-N. J.) a few weeks ago directed his staff to obtain FCC's position on the Hinshaw proposal [B•T, May 3].

A digest of the FCC commentary on subscription broadcasting follows:

- At present broadcast station licensees cannot transmit radio or tv programs for public reception on home sets wherein programs can be received only by those willing to pay a specified fee.
- The entire problem is now under active study. Pending the study's conclusion, FCC "wishes to stress the fact that it has reached no determination relative to the merits of subscription radio and television, and that these comments are in no way based on any policy decision with respect to subscription operations."
- Neither FCC nor the courts have defined the operation as "broadcasting" under the Communications Act. But FCC thinks it can do so should it deem subscription radio and/or tv to be in the public interest.
- FCC intimated that there is little reason to consider that box office broadcasting is not "intended to be received by the public" just because there is a fee charged. The absence of any charge for the program is not a prerequisite of "broadcasting," it was explained.

"The reliance of the broadcasting industry upon advertising revenue, rather than upon direct charges to the public as its principal source of revenue, has not been the result of any action by either Congress or the Commission, but rather the result of the natural development of the industry," FCC said.

- Subscription services would be a type of broadcast service because while they might have a special appeal to a segment of the potential audience, "this is equally true of a substantial portion of the programming now transmitted" by stations.
- "The exclusion of subscription services from the classification of 'broadcast' operations" [which the Hinshaw bill would accomplish] would not in itself bar subscription authorization, according to FCC, which emphasized:

"The Commission may authorize other services on the broadcast bands if it determines that the public interest will be served thereby."

Warns of Effects

FCC also warned of effects the bill would have on any subscription operations if the measure became law.

By placing subscription broadcasting outside of the broadcast service provisions of the Communications Act and under the classification of common carrier, the Congress in one fell swoop could, in effect:

- Shield stations engaged in subscription services from FCC authority (given under the Act) in such fields as chain broadcasting; limitation of license terms; political broadcasting; sponsor identification; rebroadcasts of programs without consent of the originating station; coercive labor practices affecting broadcasting, and the exemption from program censorship.

This, FCC declared, would not be "advisable." Although FCC does not know now to what extent networking of subscription operations would be technically or economically feasible, the Commission felt there was no reason why it should not have the same authority in the field as it now does over stations engaged in conventional networking.

In cutting down the common carrier theory of subscription broadcasting, FCC said it appeared that stations engaged in this operation would be "selling program material" rather

say fellows!

. . . another year has gone by and the NARTB convention is with us again.

REMEMBER THE MM CALENDAR?

Watch for this space in the next issue . . . a special announcement of great interest to you and your sponsor.

The TEEVEE Co

211 So. Beverly Blvd. Dept. BT-1
Beverly Hills, California
BEVERLY HILLS · HOLLYWOOD · NEW YORK
Beverly Hills . . . CR 5-1076 • New York . . . PL 1-0236

than providing a "communications service for hire."

Fundamental concept in the communications field, FCC said, is that a person is not a common carrier of communications where he provides his subscribers primarily with a news or information service rather than a communication service (example, news wire service).

The Commission noted "subscribing members of the public would be paying for the programs rather than for the use of communications facilities." Also there would be the question of whether the operations were interstate or intrastate for purposes of FCC's common carrier jurisdiction.

Notes Present Authority

FCC noted its present authority to regulate number and type of hours during which subscription programs could be broadcast by a station, the number of stations in a community which could so be engaged and the adoption of transmission standards. But, the Commission pointed up, any subscription service authorized probably would be faced with the competitive factor supplied by other subscription operations (theatre tv and closed circuit tv) and from "conventional broadcasts received by the public without direct charge."

Concluded FCC, "in the absence of experience in this field, we cannot now foretell the effect of these natural competitive forces and whether any additional regulatory authority would be required in the future."

PROCEDURE REFORMS ADOPTED BY FTC

ADOPTION by the Federal Trade Commission of reforms designed to improve initial decisions by hearing examiners and final decisions by the commission was announced last week by FTC Chairman Edward F. Howrey.

Based on recommendations by Chairman Howrey, the program covers four points:

(1) The hearing examiner in every case should issue findings and conclusions with his reasons therefor, whether favorable or adverse to charges in the complaint, and he should abandon formal and legalistic "findings" and adopt instead narrative and descriptive reports; (2) the cease and desist order's prohibitions in the initial decision should deal with the specific issues and should be so clear that respondents will have no doubt as to what is expected of them, with express prohibitions of the practices found illegal; (3) on review or appeal the commission should not issue new or separate findings except in rare cases. If the commission disagrees with some of the findings in the initial decision, it should explain why in an opinion, and order the findings modified accordingly, adopting the findings and conclusions of the hearing examiner as modified; (4) the commission should write an opinion in every case.

'Manifestly Wrong'

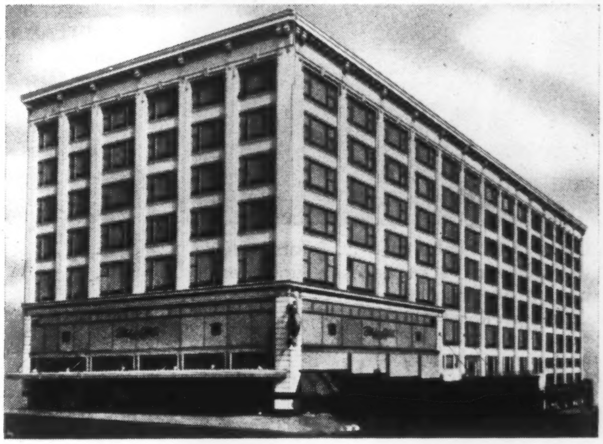
In outlining the proposed reforms in a talk April 2 before the American Bar Assn.'s Antitrust Law section, Chairman Howrey said it is "manifestly wrong" for the FTC to make formal findings "only in those cases in which the commission supported the charges of the complaint."

"If charges have been made which prove to be erroneous," he said, "the respondent is entitled to an unequivocal and detailed exoneration . . . It is important that the business world know what it may do, as well as what it may not do."

Obviously OUTSTANDING . . .

BLOCK & KUHL in PEORIA

THEY COUNTED THEIR CUSTOMERS



In October 1952 Block & Kuhl Co. participated in an ARBI test under the sponsorship of Broadcast Advertising Bureau. The Peoria store and stores in four other cities were included in the test.

RESULTS SHOWED THAT . . .

a) RADIO CUSTOMERS accounted for 46.7% of total Dollar sales

b) NEWSPAPER CUSTOMERS accounted for 24.1% of total Dollar sales

c) OTHER CUSTOMERS accounted for 19.8% of total Dollar sales

TODAY . . .

BLOCK & KUHL USES MORE RADIO THAN EVER BEFORE

5 quarter hour programs each week on WMBD in addition to

a continuing saturation announcement campaign on WMBD

BLOCK & KUHL is one of many LOCAL ADVERTISERS who know . . .

TO SELL THE HEART OF ILLINOIS—BUY WMBD

See Free & Peters

AM WMBD FM

FIRST in the Heart of Illinois

PEORIA

CBS Radio Network

5000 Watts

GOLD PIN symbolizing 30 years' service to FCC and its predecessor agencies is pinned on Comr. George E. Sterling by Chairman Rosel H. Hyde.

TEN-YEAR service pins went to these FCC employes (l to r): Margaret E. Betts, Common Carrier; Ray Martin, Tabulating; Bessie Gray, CC; Phyllis Hancock, Office of Hearing Examiners; Josephine Curren, Comr. Robert E. Lee's office; Chas. Goeking, CC; Mescal Bradfield, Finance; Clara Fairall, Mail & Files; John Starns, CC; Zell Witt, Broadcast Bureau; Helen McGrath, telephone operator; Doris Nutt, BB; Bob Weston, BB engineer; Laura James, CC; Geo. Ikelman, Safety & Special Services, and Quentin Proctor, BB.

AND TO THESE (l to r): Gilbert Hatfield, director of personnel; Barbara Grimes, Library; Geo. Johnson, BB; Ruth Kelly, Field Engineering & Monitoring; Merrill Beagle, FE&M; Geneva Grisham, Duplicating; Alberta Blair, BB; Lucille Anderson, M&F; Kenneth Bergeron, S&SS; Melba Templeman, BB; Nola Suydan, Duplicating; Rachael Clinard, S&SS, and LaVerne Webster, S&SS. Also receiving pins but not shown: Clarence Bloss, Lewis Greenberg, Carl M. Klein, Clarence V. Martin and John E. May, all FE&M; Charlotte Campbell and Verna Friedland, both BB; Hyman Goldin, Economics; Lenore Onley and Bernard Strassburg, both CC; Ann Smith, Library; Geo. Cherry, Dockets; Louise Hultz, Office of Chief Engineer, and Lucille Davis, Duplicating.

FCC Awards Honor 45 Career Employes

THIRD annual awards program was held by FCC last Monday to honor 45 career employes of the Commission and its predecessor agencies, with Chairman Rosel H. Hyde making the presentations.

Gold pin for 30 years' service was given Comr. George E. Sterling and three others, James E. Pearson, Common Carrier Bureau; Kenneth G. Clark (retired), Field Engineering & Monitoring, San Francisco, and Anna L. Poloske, FE&M, Boston [B•T, May 10]. Chairman Hyde presented 10-year pins to several dozen other staff members while eight employes were cited for superior accomplishments, efficiency and suggestions.

The latter included John J. Aaron, FE&M, Ft. Lauderdale; Clara A. Fairall, Mail & Files, Washington; Mary O'Leson, Public Information, Washington; Neva Bell Perry, assistant to Comr. Sterling; George C. Youngmann Jr., FE&M, Washington; William J. Hoffert and Alfred K. Robinson, FE&M, Santa Ana, Calif.; and Lenah J. Ferro, Common Carrier.

Also present for the award ceremonies was Comr. Robert T. Bartley. Other FCC members were out of town. John A. Evans, chief of Aviation Div., as chairman of the awards committee, introduced Chairman Hyde.

FCC Denies Easley Bid For New Operator License

APPLICATION of Robert Lex Easley, consulting engineer, for removal of his radiotelephone first class operator license was dismissed "with prejudice" by FCC last week. The action affirmed a request by its Field Engineering & Monitoring Bureau for such dismissal because Mr. Easley has failed to respond to a hearing order on the bid.

FCC ordered a hearing on the Easley application two months ago with issues involving his consulting engineering practice [B•T, March 22]. The order for hearing charged that the Commission has evidence which shows Mr. Easley used the mails to induce persons to employ his services in securing new broadcast stations, received money for such services and failed to file the required applications with FCC. FCC said Mr. Easley traded as Consulting Radio Engineers and/or Mason & Dixon, Engineers, in Washington.

STERLING DEFENDS TV'S INTERMIXTURE

Comr. Sterling, speaking before IRE chapter, points to bad management and hasty judgment in seeking channel assignments as causes for some uhf failures.

SPIRITED defense of the FCC's tv channel allocation, including its decision to intermix vhf and uhf channels in the same cities, was made last week by FCC Comr. George E. Sterling before the Washington chapter of the Institute for Radio Engineers.

Mr. Sterling, who was the FCC's chief engineer before being named to the Commission in 1948, pointedly said that the Commission cannot inject itself into the "business arrangements" concerning stations and "timebuyers and advertisers."

He also placed the onus for some uhf tv failures on bad management and poor judgment in rushing to seek assignments "without making a thorough assessment of the availability of equipment . . . as well as the economic factors with which they might be confronted. . . . "

Mr. Sterling is the first FCC commissioner who has directly and publicly answered the complaints of uhf broadcasters regarding the FCC's responsibility for the jam some of them are in.

The Washington IRE chapter also heard William J. Morlock, GE, speak on the difficulties of developing a high power uhf transmitter, and Dr. Wen Yuan Pan, RCA, on the problems inherent in uhf converters and receivers.

"I am firm in my belief, as I was on the day I voted for the Sixth Report and Order," Mr. Sterling said, "that the Commission made a sound engineering allocation plan designed 'to meet the two-fold objective set forth in Sections 1 and 307(b) of the Communications Act of 1934, to provide television service, as far as possible to all people of the United States and to provide a fair, efficient and equitable distribution of television broadcast stations to the several states and communities.' "

In discussing why he still believed the Commission's decision to intermix vhf and uhf frequencies in the same communities was correct, Mr. Sterling said: "If we had not resorted to intermixture, I am of the firm belief that the manufacturing industry would not have made as many converters and uhf tuners as are available today. They would have concentrated on supplying the demand for vhf receivers in the larger markets and in the uhf communities little or no uhf receiving equipment would have been available until a later time."

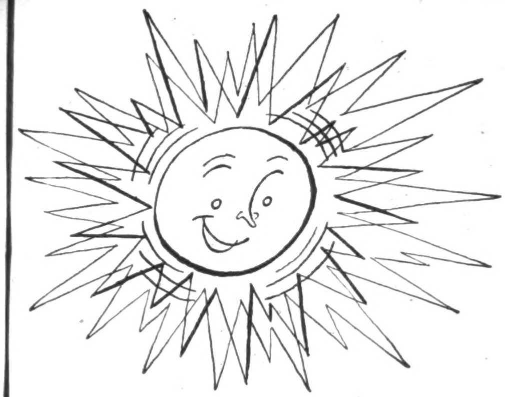
Asks Solid Front

Referring to reports that color tv receivers may not include uhf tuners, Mr. Sterling strongly urged manufacturers not to fail to provide this element in their color sets.

"It would seem to me to be the technical starting point," Mr. Sterling said, "since converters and strips because of their band-pass considerations plus the band width circuitry in some color receivers might seriously degrade color programs broadcast by a uhf station."

After referring to instances where the FCC is attempting to aid uhf tv (amendment of multiple ownership rules to permit single ownership of five vhf and two uhf stations, authorizations for experimental booster and satellite operation), Mr. Sterling held out little hope for two other possibilities that have been suggested.

There is no hope of using the 72-76 mc space, plus adjacent frequencies, for another vhf channel, he said, because it is required to guard aeronautical marker beacon systems. Although the 76 mc system is due for decommissioning,



SEE YOUR *future*
IN COLOR TELEVISION

AT THE NARTB
SPACE 14

Progress is our most important product

GENERAL ELECTRIC

the CAA last month advised the Commission that this would not be accomplished until 1958, Mr. Sterling said. Also, Mr. Sterling pointed out, the CAA advised that its instrument landing system calls for continued use of the 75 mc beacon.

CAA suggested that aeronautical requirements of this band might be reviewed after 1963, Comr. Sterling said.

Mr. Sterling also scotched suggestions that additional vhf tv channels might be acquired from the lower half of the fm band (88-108 mc). Such a move would be vigorously opposed by fm licensees "and their loyal listeners" as well as by fixed and mobile services who are seeking additional spectrum space, Mr. Sterling pointed out. He also referred to the Commission's proposal to permit multiplexing on fm for multiple service broadcasting which "if finally adopted might pave the way for the survival of an excellent broadcasting service. . . ."

"If the Commission were to assign a vhf channel or channels from some part of the spectrum in an attempt to alleviate the current uhf economic problem, it would, in my opinion," said Mr. Sterling, "sound the death knell of the uhf tv broadcasting service."

Ability and Capital

There are successful uhf operators, Mr. Sterling emphasized, and it takes capital, astute management, good salesmanship, promotion, "and last but not least, ability to obtain the best network shows or by originating programs that have popular appeal."

"I do not believe the Commission can be blamed for those who displayed bad business judgment in trying to move in on the channels without making a thorough assessment of the availability of equipment both for receiving and transmitting as well as the economic factors with which they might be confronted in the communities in which they proposed to establish service," Mr. Sterling concluded.

Mr. Morlock held out hope that GE would have a 60 kw uhf transmitter in 1956. He described some of the problems in boosting the output of klystron tubes to accomplish that power rating. He also announced that GE would have a high gain helical antenna for vhf use soon.

Dr. Pan spoke of the higher noise factor inherent in uhf receivers. He held out no immediate hope for a cheap, good radio-frequency tube which might overcome this drawback. He also submitted the results of a study of existing vhf and uhf stations, which showed that those on chs. 2-6 averaged 75 kw in effective radiated power and 890 ft. antenna height above average terrain; chs. 7-13, 167 kw and 900 ft., and chs. 14-83, 127 kw and 650 ft.

Henderson Hearing Set; Little Rock Bid Amended

APPLICANTS for ch. 2 at Henderson, Nev., have been designated for hearing June 4 in Washington by FCC. Contestants are Southwestern Pub. Co., operator of KFSA-AM-TV Fort Smith, Ark., and Boulder City Broadcasting Co., operator of KRAM Las Vegas.

Meanwhile, in the Little Rock, Ark., ch. 11 contest, the Commission granted a petition by Arkansas Telecasters Inc., North Little Rock, to include an issue under Sec. 307(b) of the Communications Act which requires equitable distribution of facilities among the various communities. FCC turned down a pleading by competitor Arkansas Television Co., Little Rock, for addition of an issue pertaining to comparison of the engineering proposals of the two applicants.

NEW TV GRANTS INCLUDE WNYC CP

FCC announces grants to four, including finalization of proposed authorization for Wausau's ch. 7.

PERMITS for four new television stations, including a final decision in a hearing case to approve ch. 7 at Wausau, Wis., for Wisconsin Valley Tv Corp., were announced by FCC last week.

Other grants went to New York City-owned WNYC for ch. 31; John F. Easley's KVSO Ardmore, Okla., for ch. 12, and KCOR San Antonio, Tex., for ch. 41.

Wisconsin Valley received its initial grant by a hearing examiner in early April, the action made possible by dismissal of a competitive bid by WSAU Wausau [B•T, April 12]. The grantee purchases WSAU for $170,000 while Charles Lemke, 49% owner of WSAU, acquires option for 25% in the tv venture. John R. Tomek, 51% owner of WSAU, is retained as consultant. WSAU sale is subject to FCC approval.

The ch. 31 grant to noncommercial WNYC represents the second uhf channel authorized in the eight-vhf station market. Other uhf is educational ch. 25 WGTV (TV), which has announced no starting date. Grant to WNYC was made possible by the dismissal of two other applications, one by WNEW and the other by WHOV-TV Inc., a television merger venture by WHOM and WOV.

Following FCC approval for a television station to be constructed and operated by the city-owned New York Municipal Broadcasting System, Seymour Siegel, director of the system, reported last week that engineering studies within the next few weeks will determine whether initial operations will be in color or black-and-white.

The city has $379,000 in the 1954 capital budget for construction of the tv station. It is estimated that its operation would add about $250,000 yearly to the city's expense budget and 40 persons to the payroll. Construction is expected to begin within six months.

KCOR-TV expects to be on the air Nov. 1 as an all-Spanish station, the new San Antonio ch. 41 outlet reported late last week. It is second uhf station there, KALA (TV) holding permit for ch. 35 but with no commencement date. Two vhf stations are on the air, ch. 5 KGBS-TV and ch. 4 WOAI-TV. KCOR-TV reported Richard O'Connell will be national representative.

FOR its program series, *Arkansas, Land of Opportunity*, KTHS Little Rock was recognized officially by the state government with the presentation of this plaque to KTHS General Manager B. G. Robertson (l) by Gov. Francis Cherry. The program emphasizes the state's advantages to industry and private enterprise.

In other television actions last week, FCC made final its proposal to allocate ch. 35 to Albany-Schenectady-Troy area in lieu of the channel's present allocation soley to Schenectady. Change was requested by WTRI (TV) Schenectady, in order to facilitate a move in its transmitter site, opposed by WROW-TV Albany [B•T, March 22]. Final action drew dissent by Comr. Frieda B. Hennock.

The Commission turned down a request by Deep South Broadcasting Co., operator of WBAM Montgomery and permittee of WSLA (TV) Selma, Ala., to change call letters of the ch. 8 tv outlet to WBAM-TV. FCC ruled the combination call is limited to dual operation in the same city.

In a ruling in the ch. 8 contest at Petersburg, Va., FCC denied a petition by Petersburg Tv Corp. (WLEE Richmond, WITH Baltimore) for inclusion of an issue with respect to comparative coverage between it and competitor Southside Virginia Telecasting Corp. (WSSV).

FCC also turned down a petition by Arkansas Tv Co. to enlarge hearing issues in ch. 11 contest at Little Rock, Ark., with Arkansas Telecasters Inc. Petitioner wanted "availability of funds" issue injected in the case. FCC instead gave the examiner authority to enlarge the issues to permit such inquiry, if he wished.

Two More Tulsa Outlets Protest Muskogee Grant

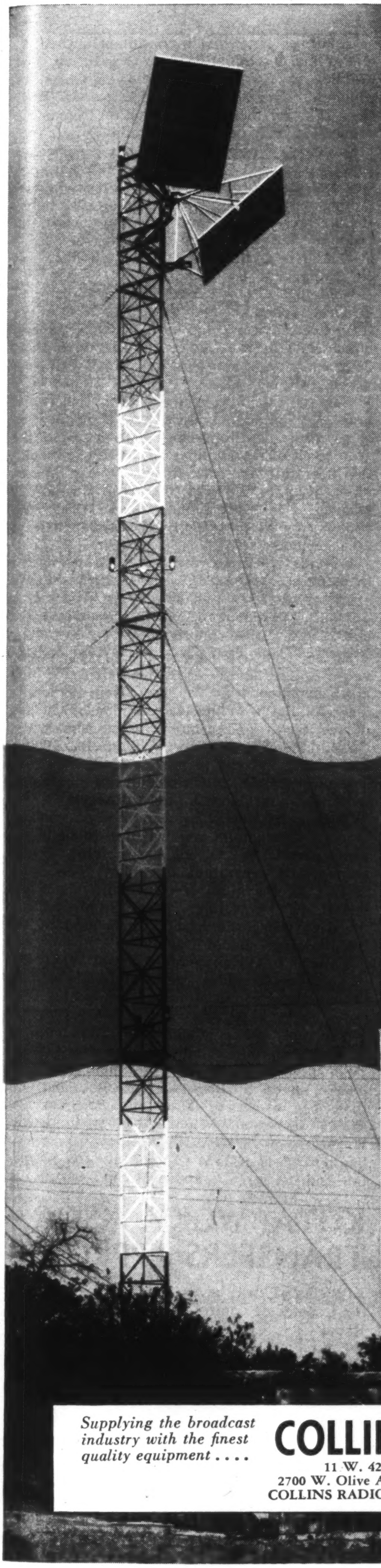
TWO more Tulsa tv stations last week joined KCEB (TV) Tulsa in protesting last month's grant of Muskogee's ch. 8 to the Tulsa Broadcasting Co. [B•T, May 10].

The stations, KOTV (TV) on ch. 6 and KSPG (TV) on ch. 17, made much the same allegations against the Tulsa Broadcasting Co. grant as was made two weeks ago by KCEB, which operates on ch. 23. These were:

- That the principal owners of Tulsa Broadcasting Co. (John T. Griffin and family) also own 50% of KWTV (TV) Oklahoma City and that there is an overlap of Grade A service areas between that station and the ch. 8 facility in Muskogee.
- That the same interests also own KATV (TV) Pine Bluff, Ark., and KTUL Tulsa, KOMA Oklahoma City, and KFPW Fort Smith, Ark., and that this constitutes undue concentration of control.
- That Tulsa Broadcasting Co. had advertised heavily in the Tulsa area that the ch. 8 Muskogee station, KTVX (TV), will be a Tulsa-Muskogee station, and that in this advertising prominent mention was made that no conversions to uhf were necessary. The protestants charged that there were implied misrepresentations as to the community meant to be served as well as harmful attacks on uhf tv, thus raising the question of character qualification.

Both KOTV and KCEB are the only two operating stations in Tulsa at present. The former is affiliated with all four networks, the latter with NBC and DuMont.

Protests were made under Sec. 309(c) of the Communications Act, although officially the KTVX grant came after a hearing. Protesters claim that the hearing status was more technical than real, since KTVX received its grant after competing applicants Oklahoma Press Publishing Co. (*Muskogee Phoenix* and *Times-Democrat*) and Ashley L. Robison with-



You won't want to miss it!

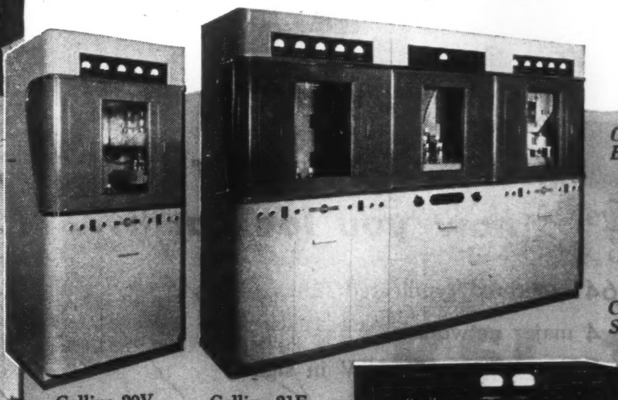
what? ***A demonstration of Collins new TV Microwave Relay Link***

where? ***NARTB National Convention, Palmer House, Chicago***

when? ***May 23rd to 27th***

See how Collins new TV relay equipment will simultaneously relay both video (NTSC standard) and audio information on a common RF channel in the 6875-7125 megacycle band. *See* how one or two high fidelity audio program channels plus a two-way telephone channel can be provided.

YOU WON'T WANT TO MISS this demonstration of Collins new TV relay link. (It's conveniently located near the entrance of the Exposition Hall, Booth No. 4.) It'll pay you to stop by. Besides this informative demonstration you'll see Collins' complete broadcast line — transmitters, remote control systems, studio and speech equipment. Don't miss the Collins booth at the NARTB Convention.



Collins 20V, 1000 Watt Transmitter

Collins 21E, 5 kw Transmitter

Collins quality Broadcast Transmitters

Designed for continuous high fidelity broadcast operation at any specified frequency in the 540-1600 kc band or any HF broadcast band.

Collins 212A Speech Input Console

For audio control in AM, FM and TV broadcasting. Provides simplicity of installation, convenient operation with maximum versatility.

Supplying the broadcast industry with the finest quality equipment . . . .

COLLINS RADIO COMPANY **Cedar Rapids, Iowa**

COLLINS

11 W. 42nd Street, NEW YORK 4 — 1930 Hi-Line Drive, DALLAS 2
2700 W. Olive Avenue, BURBANK — Dogwood Rd., Fountain City, KNOXVILLE
COLLINS RADIO CO. OF CANADA, LTD., 74 Sparks Street, OTTAWA, ONTARIO

drew. However, they said, if the Commission refuses them standing under the protest rule, then they want a rehearing under Sec. 405 of the Communications Act.

KCEB said two weeks ago that it had invested $850,000 in building the uhf station, and that it was losing about $30,000 monthly in anticipated revenues following the grant of the Muskogee facilities.

Gen. Teleradio Claims Legal Station Limit

In reply to FCC, company says that Director Poor is selling his interest in WARE to comply with the rules. Similarly, three officers, with tv applications pending, have resigned elected positions with company.

GENERAL TELERADIO Inc. filed its formal reply with FCC last week contending its radio holdings should not be held to violate the Commission's multiple ownership limitation of seven stations [B•T, April 5]. Firm indicated adjustments are being made to comply with the Commission's new rule interpretations.

Earlier, FCC had advised Westinghouse Broadcasting Co. it did not comply with the multiple ownership rules because of other broadcast holdings of 3 of 20 directors in parent Westinghouse Electric Corp., but WBC has asked for a year to comply with the interpretation [B•T, March 29].

The statement showed General Teleradio operates WNAC-AM-FM-TV Boston, WOR-AM-FM-TV New York, KHJ-AM-FM-TV Hollywood, WEAN Providence, KFRC San Francisco and KGB San Diego and has 55% interest in WGTH-AM-TV Hartford, with the *Hartford Times* holding the remaining 45% in the latter.

FCC was informed that General Teleradio is owned "slightly more than 90%" by General Tire & Rubber Co. with R. H. Macy & Co. owning the remainder, slightly less than 10%. Thomas F. O'Neil, General Teleradio president, votes the General Tire stock while E. F. Chinlund, Macy director, votes the Macy stock, FCC was told.

Kilgore Buys WARE

John B. Poor, director, member of the executive committee and general counsel of General Teleradio, is selling his 100% interest in WARE Ware, Mass., to comply with the FCC requirement. WARE is sold for $43,600 to H. Scott Kilgore, owner of WKXL Concord, N. H., subject to FCC consent.

General Teleradio advised the Commission that the Gordon Gray who is its vice president and director has no interest in WSJS-AM-TV Winston-Salem, N. C. He had been confused by FCC with the WSJS owner of the same name.

General Teleradio also reported resignations of three officers who are connected with television applications at Montgomery, Ala., and Oakland, Calif., in order to comply with the rules.

Dwight W. Martin, FCC was told, has resigned as vice president of General Teleradio, as executive vice president-director of its subsidiary, General Telecasting Corp., and as vice president-director of General-Times Television Corp., operator of WGTH-AM-TV. However, he continues as television consultant until FCC makes final the initial decision to grant ch. 5 at Mobile, Ala., to Mobile Television Corp., of which he is president and 15% owner [B•T, Feb. 15]. He then would sever the remaining connection with General Teleradio.

Similarly, Ward D. Ingrim has resigned as vice president-director of General Teleradio and vice president of its Don Lee Division, continuing only as general manager of the latter. He is president-treasurer of San Francisco-Oakland Television Inc., contestant for ch. 2 at Oakland. General Teleradio itself once was ch. 2 applicant, but withdrew.

William D. Pabst has resigned as director of General Teleradio and vice president of its Don Lee Division, but continues as general manager of KFRC. He is executive vice president-secretary of San Francisco-Oakland Television, FCC was told.

General Teleradio informed FCC that in the event the San Francisco-Oakland tv application is granted, it will purchase and lease to the grantee all of the facilities needed for its tv station operation, the lease to run 10 years at cost of facilities plus 6% per year on the unpaid balance of the base rental. General Teleradio contended FCC has approved other such lease arrangements.

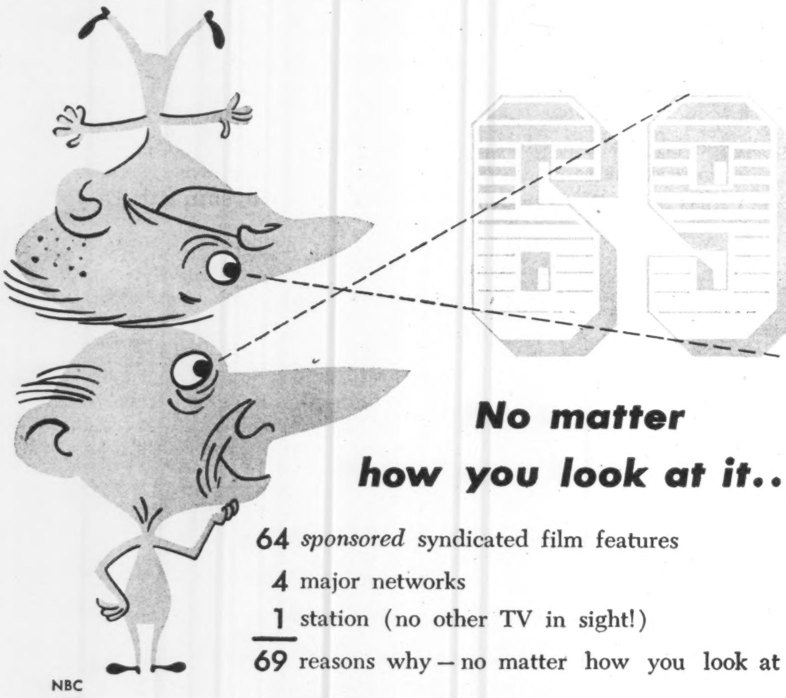
General Teleradio also held that its option to purchase up to 40% in the proposed station after July 1, 1957, and before Jan. 1, 1958, is only a legal right and "cannot conceivably be charged . . . as an 'interest'."

As to confusion about the O'Neil family because of similarity of names, General Teleradio explained that W. F. O'Neil (generally identified as W. O'Neil) is president, chairman of the board and a minority stockholder in General Tire & Rubber. William M. O'Neil, son of W. O'Neil, is president, director and sole owner of WJW Cleveland and a minority stockholder in General Tire & Rubber.

William M. O'Neil has exercised no voice in General Tire affairs and will not do so in the future, while W. O'Neil has nothing to say about WJW operation or policy, hence the "intent" of the multiple ownership rule is observed, FCC was told. The Commission was asked to waive the specific application of the rule, however, should it apply.

Thomas F. O'Neil, another son of W. O'Neil, is General Teleradio president, while M. G. O'Neil, also a son, is a director of General Teleradio.

The reply called attention to radio holdings of one Macy officer, although "it does not appear pertinent" to the multiple ownership issue. James F. Brownlee, director and less than 1% owner of Macy, is chairman and 4.95% owner of WKLO-AM-TV Louisville. He also is a director of Whitney Co., which has purchased KOTV (TV) Tulsa for $4 million, subject to FCC approval [B•T, April 12].



No matter how you look at it...

64 *sponsored* syndicated film features
4 major networks
1 station (no other TV in sight!)
69 reasons why—no matter how you look at it—

on KMID-TV *any* availability is a *top* availability.

NBC
ABC
CBS
DuMont

America's miracle market

KMID TV

Channel 2 Midland, Texas

Venard, Inc.
National Representatives

Clarke-Brown Co., Dallas
Southwestern Representatives

S. A. Grayson
General Manager

KOTA, WGKV, KSGA TRANSFERS APPROVED

APPROVAL was given by FCC last week to the transfer of control of KOTA-KOZY (FM) Rapid City, S. D., WGKV-AM-FM Charleston, W. Va., and KSGA Cottage Grove, Ore. In both the WGKV and KSGA cases, Commissioners Hennock and Bartley dissented.

Control of KOTA-KOZY (FM) was transferred from Robert J. Dean and associates to Helen S. Duhamel through sale of 84.49% interest for $148,200. Miss Duhamel, previously a director and 15.51% stockholder of the stations, now will be sole owner.

Robert J. Dean had been considered in 1953 as a candidate for the vacancy on the FCC created by the expiration of the term of the veteran Democrat, Paul A. Walker [B•T, May 25].

At Charleston, control of WGKV was transferred from R. M. Venable and associates to William D. Birke and six others through sale of 145 shares of stock for $25,000. Remaining shares of stock will be redeemed for $50,000.

Mr. Birke and associates are owners of WSAZ-AM-TV Huntington, W. Va., and publish the Huntington *Herald-Dispatch*.

KSGA Cottage Grove was sold by W. Gordon Allen and associates to Orlo M. Bagley, local businessman, for $27,200.

Other sales receiving FCC approval are:

WHAV Haverhill, Mass.—Assignment of license from the Haverhill Gazette Co. to WHAV Broadcasting Co. for $38,000.

KTAC Tacoma, Wash.—Transfer of control of Tacoma Broadcasters Inc. to Jerry P. Geehan through purchase of 140 shares of stock for $9,000.

FCC Approves Relay Systems Bringing Networks to 4 Tv's

MODIFICATION of existing microwave relay facilities between New Orleans and Livonia, La., was granted by FCC last week to American Telephone & Telegraph Co. Long Lines Div. in order to provide network service for KALB-TV Alexandria, La. Total of 178 channel miles is involved with project cost estimated at $315,000.

Similar relay modifications were approved for microwave stations at Bear Hill, Mass., and Chester, N. H., to provide network service to WMUR-TV Manchester, N. H. Project costs $100,000 and involves 51 channel miles.

AT&T also was granted modification of existing relays to carry network service from Kansas City to KYTV (TV) Springfield, Mo., covering 181 channel miles at cost of $75,000.

Pacific Telephone & Telegraph Co. was awarded permits for two new relays to carry network service from San Francisco to KSBW-TV Salinas, Calif. Cost is $127,200.

WCKY Takes Issue With FCC In Harlingen Skywave Case

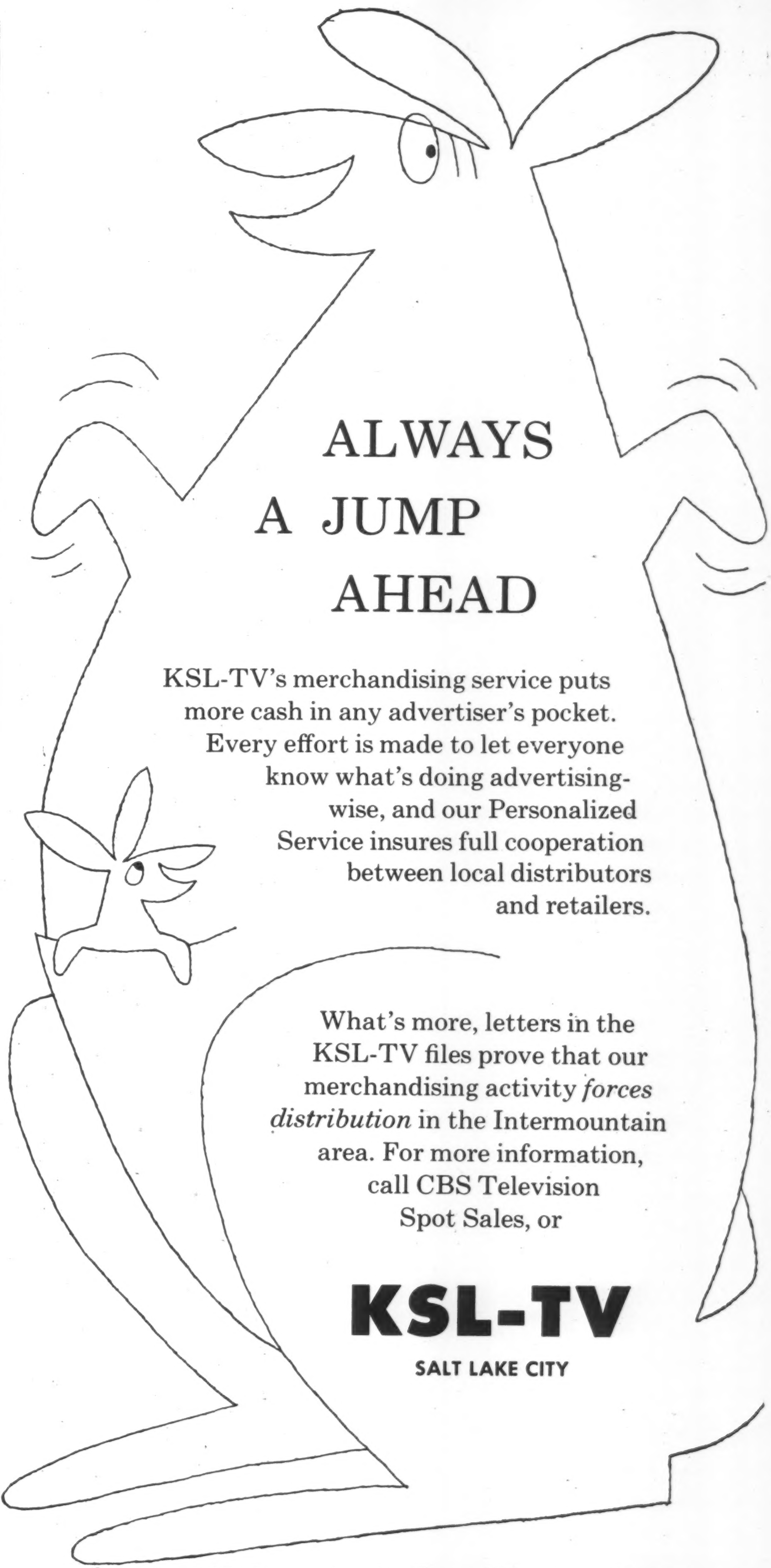
TAKING issue with the FCC, WCKY Cincinnati filed its reply brief in the Harlingen, Tex., daytime skywave case in the Washington U. S. Court of Appeals last week. The FCC had filed its brief in the case two weeks ago.

WCKY took issue with the Commission's arguments, maintained that it was entitled to a hearing on its complaint that it would suffer interference from the CP for 50 kw non-directional daytime operation held by KGBT Harlingen, Tex.

KGBT (formerly KSOX) is asking the court to force the Commission to restore its full program test authority to operate with 50 kw daytime, non-directional, and to take action on its application for a regular license. Pending the judicial ruling, the FCC stayed the effectiveness of its order which has forced KGBT to operate with a directional antenna during the daytime.

WCKY is asking the court to require that the Commission withdraw its approval of 50 kw daytime, non-directional operation for KGBT on the ground that it causes interference within its protected contour. Both stations operate on 1530 kc, with WCKY the dominant station on that frequency.

The Commission opposes both requests.



ALWAYS
A JUMP
AHEAD

KSL-TV's merchandising service puts more cash in any advertiser's pocket. Every effort is made to let everyone know what's doing advertising-wise, and our Personalized Service insures full cooperation between local distributors and retailers.

What's more, letters in the KSL-TV files prove that our merchandising activity *forces distribution* in the Intermountain area. For more information, call CBS Television Spot Sales, or

KSL-TV
SALT LAKE CITY

Serving 39 Counties in Four Western States

LAMB ASKS COURT TO SPUR FCC HEARING

Broadcaster-Publisher Edward Lamb's attorneys ask U. S. District Court of D. C. to enjoin the FCC from 'unconstitutionally' placing burden of proof on Mr. Lamb in its charges of communist association in a projected hearing for license renewal of WICU (TV) Erie. They also charge bribery and other illegal maneuverings.

BROADCASTER-publisher Edward Lamb went to court last week to protest FCC's delay in conducting the public hearing of its charges that Mr. Lamb misrepresented former communist associations. Mr. Lamb denies the allegations of former Red ties as a "smear" and has offered $10,000 to anyone who can prove the allegations [B•T, May 10].

The hearing before FCC involves license renewal of Mr. Lamb's WICU (TV) Erie, Pa.

The court suit charges FCC investigators with offering at least one bribe to solicit false testimony against Mr. Lamb.

FCC Chairman Rosel H. Hyde said the charge of bribery would be looked into. He asserted, "The Commission certainly never authorized any such practice."

Comr. John C. Doerfer also told reporters he knew nothing about any false testimony. "If true, it would not be condoned by the Commission," he said, pointing out Mr. Lamb will have "a full, fair and public hearing" and his attorneys will have the opportunity to cross-examine witnesses.

The Washington law firm of McGrath & Brown, headed by former U. S. Attorney General J. Howard McGrath, asked the U. S. District Court of D. C. to enjoin the seven Commissioners "individually and as members of the FCC" from "proceeding in an illegal and unconstitutional manner."

The court complaint contends that FCC's license renewal hearing on WICU unconstitutionally places burden of proof upon Mr. Lamb rather than upon FCC which not only brought the charges, but is hearing the case. The court suit also points out that the Commission illegally has refused to divulge the specific sources of its charges and its informers until the hearing itself.

Bribe Charged

The court suit contends that after FCC made its charges against Mr. Lamb public, FCC sent "at least three investigators" to Toledo and Erie "who have attempted to induce citizens of those communities, falsely to testify that plaintiff Lamb was in fact affiliated or associated with the Communist Party; and in this connection they have offered and caused to be offered at least one bribe for such false testimony. Said investigators have further said publicly, 'We are going to get Lamb and take WICU away from him'."

The court complaint noted that the allegations against Mr. Lamb have been cleared by FCC inquiry at least six times in the past and that the newest probe has resulted in delays up to two years on processing of Lamb applications. Mr. Lamb charges that the repeated probes are hurting his reputation and injuring his various businesses, as well as reducing the value of his broadcast properties.

Besides WICU, Mr. Lamb has television applications pending for ch. 11 at Toledo, where he operates WTOD, and ch. 9 at Orlando, where he owns WHOO. Radio affiliate of WICU is WIKK Erie. He holds permit for ch. 23 WMAC-TV Massillon, Ohio, and has pending a bid to buy ch. 47 WTVQ (TV) Pittsburgh.

FCC's charges in the WICU case also have been set forth by the Commission in its letters notifying Mr. Lamb of hearing on the Toledo and Orlando tv applications, in contests with others in those cities.

Holding that the WICU case may take two to four years to reach final conclusion, meanwhile holding up action on all of the other Lamb applications, the court petition asserts that neither FCC "nor any other person" have charged Mr. Lamb with failure "to operate all licensed communication facilities with complete devotion to the highest public interest. On the contrary, plaintiffs have fostered and contributed in many ways to the educational, religious and cultural values of the community and the nation. Plaintiff Lamb's instruments of communication have won numerous awards and citations for public service from many worthy elements and groups."

To Keep WSUN-AM-TV

CITY COUNCIL of St. Petersburg, Fla., has voted 5-to-2 to stay in the broadcasting business and has turned down bids for long-term leasing of WSUN-AM-TV there [B•T, May 3, April 12]. The council refused the high bid of Edward Lamb (20 years for $2.3 million) on the ground the city might become involved in long-drawn litigation in view of Mr. Lamb's troubles with FCC (see story this page). The bid of *Original Amateur Hour's* Ted Mack and his associates (25 years, $1.15 million) was declined as too low.

The petition asks the court to declare FCC is not authorized by statute to "inquire as to alleged past Communist affiliation or association" and that "questions as to such past affiliation have been finally determined for administrative purposes before the Commission in favor of plaintiff, Edward Lamb, and that the Commission is bound by said determination."

The court is asked to rule that any inquiry as to the truth of Mr. Lamb's previous testimony must be on the basis of Sec. 312 of the Communications Act rather than Sec. 309(b) so as to put burden of proof upon the Commission instead of Mr. Lamb. The court is requested to forbid a Sec. 309 hearing but to order FCC to "proceed with all reasonable dispatch to set upon the plaintiff's applications now pending before it in accordance with the rules of law and statutory interpretation announced by this court."

The pleading was signed by Russell Morton Brown of McGrath & Brown. Mr. McGrath is executive vice president of Lamb Enterprises Inc.

In a public statement issued concurrent with filing of the court suit, Mr. Lamb said:

> About a year ago, certain personnel changes took place on the FCC. Although I had been found qualified in every respect on many occasions before that time, I suddenly had my most routine applications held up. Every effort we made for a hearing was repulsed. Then there were mysterious suggestions that they had in their files some sort of "communist association" charges by unnamed persons. The FCC refused to name my accusers or give me a public hearing on any of the charges. I even offered a reward to anyone who could disprove my non-communist affidavits.
>
> Although I do not want to hold up the advent of any additional tv stations, it should be remembered that the FCC granted me a license to the Massillon-Canton station and then proceeded to sit with the matter for more than a year.
>
> Naturally, I feel much better that my counsel has determined to go into a court of competent jurisdiction to protect my name and my properties. Somehow, I feel better knowing that we will have a hearing before an impartial tribunal which proceeds according to the judicial rules of fair play.

Lee Against Strict Media Diversification

The FCC should not deny radio-tv facilities to newspapers merely to diversify mass communications media, says FCC Comr. Robert E. Lee in talk to Minneapolis group.

NEWSPAPERS should not be denied radio-tv facilities merely to diversify the media of mass communications, FCC Comr. Robert E. Lee said Monday in a talk before the Minneapolis Radio and Television Council.

"While adhering to the general philosophy of the Communications Act that there should be diversification of control of communications media insofar as possible," Comr. Lee asserted, "I do not feel that a newspaper could or should be denied a broadcast outlet merely because it is engaged in another type of communication business. On the contrary, I believe there are certain advantages and economies in many cases of common operation of newspaper and radio facilities.

"Therefore, instead of blanket condemnation of the dual ownership policy per se, I believe each case should be considered on its merit and contribution to the public interest."

Outlining the present problems of set conversion, transmitter power and programs attending uhf, Comr. Lee said color television presents still another problem since "there is a big gap between the adoption of standards and the rendition of a service under those standards."

He cited the chicken-and-egg relationship of high station costs and high receiver costs for color, observing, "Stations do not convert because there are no receivers. . . . There are no receivers because the stations do not convert."

"It may be," he conjectured, "that this dilemma poses an opportunity for uhf stations to offer something new in tv and thus attract an audience and encourage set-buying."

Indicating his free-enterprise philosophy requires the view that FCC should not furnish economic help to uhf stations, Comr. Lee said, "A station should take objective stock of the local situation and determine at the outset whether it could reasonably expect to be successful if it had the ultimate in conversion of sets."

He pointed out, "It is possible that some communities are unable to support more than one station and that additional stations are doomed to fail whether they are vhf or uhf.

"It is interesting to note that as of Jan. 1, 1954, there were only 87 cities in the U. S. having competitive daily newspaper publications. There are 18 states that do not have a single city within their confines with competitive daily publications."

Comr. Lee also complimented the state on two of its native sons, Stanley Hubbard of KSTP-AM-TV St. Paul-Minneapolis and Earl Gammons, CBS vice president in Washington.

Facts Forum Tax Sheet Gets Hill, IRB Scrutiny

Internal Revenue Bureau reportedly looking into H. L. Hunt's enterprise, turns over tax return to House probers.

FACTS FORUM organization, which has plunked into the middle of the radio-tv program business, was caught up in a Washington news swirl last week.

By the end of the week, these developments had occurred:

- Revelation by the counsel for a special House investigating committee that Facts Forum is the subject of a careful check by the Internal Revenue Bureau. The Bureau reportedly wants to know if the organization should continue to be tax exempt.
- Disclosure by a committee member, Rep. Wayne L. Hays (D-Ohio), that independently from the committee he is digging up "facts" on the organization.
- Also, the Ohio Congressman asked the committee to bring H. L. Hunt, Texas oil millionaire and chief financial backer of Facts Forum, before the committee for questioning.

The committee, chairmanned by Rep. Carroll Reece (R-Tenn.), is getting an investigation underway to determine whether any tax-exempt educational and philanthropic organizations have used unwarranted propaganda, encouraged subversive activities, or neglected "pro-American" purposes.

The question of Facts Forum came up Tuesday as the House special committee investigating foundations laid groundwork for its study.

Rep. Hays demanded during a public hearing that the committee look into Facts Forum which he said presented programs which give a "biased" presentation. Committee counsel Rene A. Wormser then revealed that the staff had obtained tax returns of Facts Forum from the Internal Revenue Bureau. Later, Mr. Wormser told B•T that the Bureau was checking into the tax return.

Ford Inquiry

The Facts Forum incident occurred during a discussion of the activities of the Ford (which funnels some funds into radio and tv, including educational tv), Carnegie and Rockefeller Foundations. Mr. Wormser said it would be at least another month before the committee could schedule the Ford Foundation.

Rep. Hays told B•T that his independent investigation would get underway immediately. He said he would inspect "scripts and transcripts" and sift over "numerous complaints" that the programs are not serving the public interest because of an alleged "one sidedness" presentation of a public issue.

The Congressman said he has received some complaints from radio stations "who won't carry the programs." However, Rep. Hays emphasized he wanted only "to develop the facts. It may be they are in the clear."

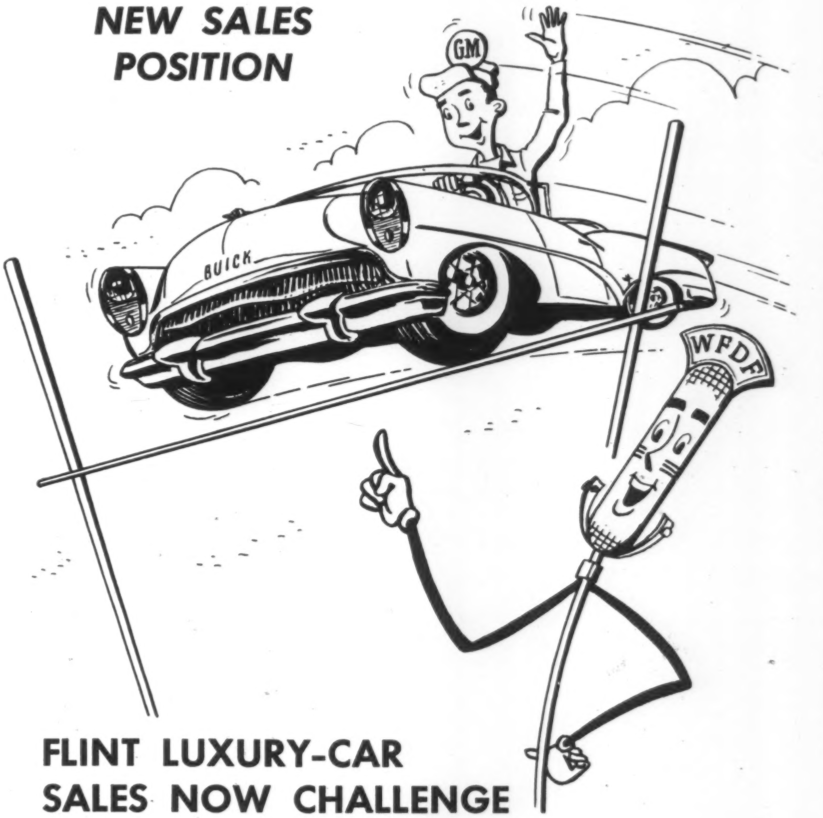
Chairman Reece said "foundations generally" will be invited to testify but made no commitment on Facts Forum. He said, however, that if any tax-exempt group (Facts Forum is exempt because it is classified as a non-profit, educational institution) "contributes money for political purposes it should be brought out."

Facts Forum has been under fire by Democrats who claim the group supports Sen. Joseph R. McCarthy (R-Wis.).

The organization also was bitterly attacked by Sen. A. S. Mike Monroney (D-Okla.) during Senate consideration of FCC Comr. Robert E.

HOW HIGH IS UP?

BUICK VAULTS INTO NEW SALES POSITION



FLINT LUXURY-CAR SALES NOW CHALLENGE "BIG THREE" MARKET

The Flint-made "big, beautiful Buick" has achieved such great popularity it has invaded the lower-price field and threatens the sales-leadership of America's "Big Three" cars. . . . . This, of course, means an even BUSIER Flint with TWO of its products breaking sales records. And a BUSIER Flint means a BIGGER Flint (293,400 people LAST year!) and a RICHER Flint ($392,193,000 in retail sales LAST year!). This means MORE workers, MORE sales, MORE prospects for your sales message over WFDF —FIRST in FABULOUS FLINT . . . and remember—"When bigger records are made, Flint will BREAK 'em!"

* Above figures from SRDS consumer Markets— 1954

FLINT, MICHIGAN

WFDF — NBC AFFILIATE

"Our 32nd Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis — WEOA Evansville

Lee's nomination. Comr. Lee's only association with the organization was as its first moderator on the initial forum show.

Mr. Hays, speaking of Facts Forum to the committee, said, "That outfit not only uses propaganda, but tries to defeat Congressmen like me. I know the staff is small and has a lot of work to do. But I'd like to see Mr. Hunt called in. That would satisfy me."

A few weeks ago, it was revealed that a bid from Mr. Hunt to place a new series of Facts Forum radio shows on NBC had been refused by that network [AT DEADLINE, May 3].

Mr. Hunt disclosed earlier he is negotiating for a 15-minute, five-days-a-week program to be carried by a radio network featuring a discussion of controversial issues by a conservative and a liberal commenator [B•T, April 26].

Mr. Hunt estimates he spends about $6-7,000 a week on production for Facts Forum radio and tv shows now on the air and carried free as public service: *Answer for Americans* on ABC-TV and ABC Radio; *Reporters Roundup* and *State of the Nation* on Mutual; *Facts Forum Radio Show* on 400 individual radio outlets and *Facts Forum Tv Show* on 75 individual tv stations.

Facts Forum also operates a nation-wide free circulating library, a speakers' bureau, a monthly publication and essay contests.

FCC Letter Questions KOLN-TV Transfer

APPLICATION of John E. Fetzer for FCC consent to transfer the ch. 12 facilities of KOLN-TV Lincoln to the U. of Nebraska "indicates necessity of a hearing," Mr. Fetzer was advised last week in a pre-hearing McFarland letter issued by the Commission.

Mr. Fetzer recently received approval for purchase of ch. 10 KFOR-TV Lincoln on condition he dispose of his ch. 12 station, which he proposes to transfer to the university [B•T, March 29].

Pending formal action by the school's board of regents, Mr. Fetzer would transfer the ch. 12 facilities and transmitting equipment to Byron J. Dunn, president of the National Bank of Commerce of Lincoln, as trustee for the university. Mr. Fetzer will retain the KOLN-TV call, switching it to the ch. 10 operation.

Mr. Fetzer bought ch. 12 KOLN-TV (Cornhusker Radio & Television Corp.) last summer for $650,000. He bought ch. 10 KFOR-TV for $300,000 early this year. The ch. 12 transmitter and antenna equipment is to be sold to the university for $100,000.

Mr. Fetzer told B•T he feels the FCC questions can be answered without hearing. In no event, he said, would the matter interfere with construction of new ch. 10 facilities.

FCC's letter stated in part:

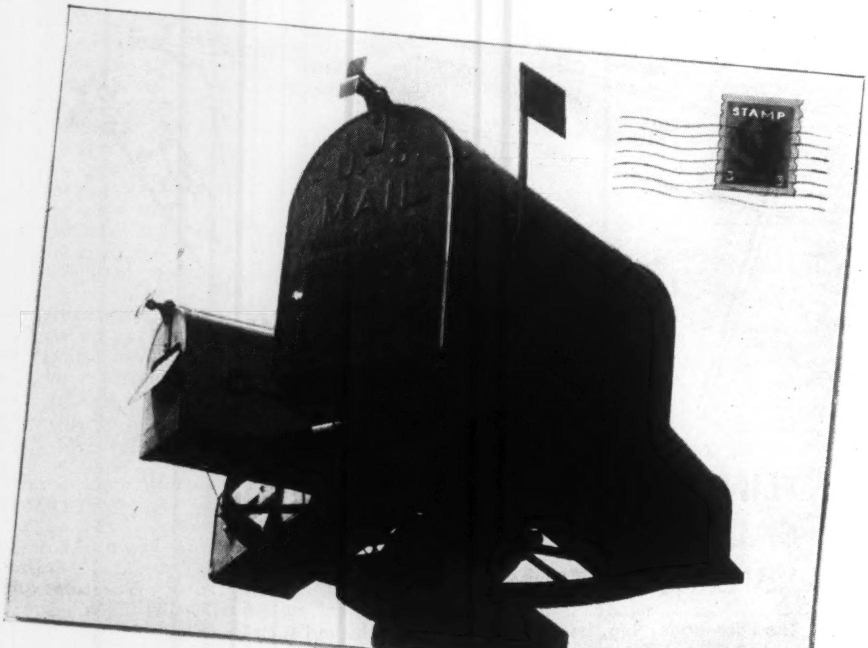
As you are aware, this application involves the assignment of a television construction permit to a trustee, Byron J. Dunn, who is to operate the station in cooperation with the U. of Nebraska with the intention that the university or some other educational institution will take over the permit itself in the future. The physical properties connected with the operation will continue to be owned by Cornhusker Radio & Television Corp., who will be the owner and operator of the only other commercial television station in Lincoln. Cornhusker will not only own the physical properties being used by the trustee, but will maintain, operate and furnish engineering counsel and advice to the trustee and actually operate the transmitter. Moreover, Cornhusker has agreed to reimburse the trustee for reasonable expenses necessarily incurred in carrying out the trust, if donated funds are not available for that purpose.

The application states that the university will have the option to purchase the physical assets of the station and will furnish program material and personnel and that the university "is able to employ at least $75,000 in its television activities each fiscal year." There is, however, no commitment from the U. of Nebraska itself in these matters, since the trust agreement and the application are signed only by Cornhusker and the trustee. Moreover, the application contains no information as to the relationship between the trustee and the university and the trustee and Cornhusker, or with respect to who picked the trustee, the university or Cornhusker.

Upon consideration of all of the above-mentioned factors, the Commission is unable at this time to find that a grant of the subject application would be in the public interest, convenience, and necessity. We have noted the statement that the trustee will have complete control over the operation of the station. However, upon consideration of the facts reflected in the application before us, serious question is raised whether approval of the application would not be inconsistent with the provisions of the Commission's duopoly rules (Sec. 3.636) and policies prohibiting ownership, control, or interest by one party in two television stations in the same community. We have not been able to conclude from the facts before us that under the pending proposal Cornhusker would not, in fact, be in a position to exercise a substantial influence in two television stations in the same community if we were to approve the pending application.

KHAS Clear in Ch. 5 Bid

APPLICATION of KHAS Hastings, Neb., for a new tv station on ch. 5 was put in the clear in hearing status last fortnight as FCC approved dismissal of the competing bid of Strand Amusement Co. Strand told the Commission that because of the "financial involvements" and the changed picture in tv this past year, it decided to drop its application.



Dear Sir:
Please send me...

Last year WIBW listeners wrote us 130,093 pieces of commercial mail. They sent money. They ordered merchandise. They asked for information. AND they sent wrappers and boxtops—which meant they had both *listened* and *acted.*

WIBW is the medium that got the action out of them. It'll get the same kind of sales action—either by mail or in stores —for YOUR product, too. WIBW—the radio station Kansas farmers listen to most*—serving the Kansas farm market.

* *Kansas Radio Audience '53*

WIBW—CBS RADIO, TOPEKA, KANSAS
Ben Ludy, Gen. Mgr. WIBW, WIBW-TV, KCKN
Rep: Capper Publications, Inc.

FCC Sees DuMont Color

ONE-DAY trip to Allen B. DuMont Labs was made by FCC Chairman Rosel Hyde and other members of the Commission Friday to observe DuMont color television developments, including the new 19-in. viewing tube [B•T, May 3]. Several officials of the Commission engineering staff and Broadcast Bureau also went along. Host at the demonstration was Dr. Allen B. DuMont.

Radio-Tv Ads Cleared For McCarthy-Army

Sen. Mundt says decision is radio-tv's reward for services and value rendered.

A SIZABLE segment of the broadcast industry last week got a pat on the back and a chance to get paid for some of the public service rendered in covering the McCarthy-Army hearings.

The Senate Investigations subcommittee's acting chairman, Sen. Karl E. Mundt (R-S. D.), announced the subcommittee is permitting limited sponsorship of the hearings.

At the same time, ABC-TV and DuMont enlarged their coverage to 5½ hours daily, starting last Thursday, to conform with the expanded times of the hearing itself. Spokesmen for both networks said the decision was made to accommodate viewers.

It appeared that a Congressional precedent had been set because there is no previous situation of official committee proceedings telecast under any form of commercial sponsorship.

Some Senators thought the new ruling would encourage wider distribution of proceedings. Sen. Charles E. Potter (R-Mich.), a subcommittee member and also chairman of the Senate Commerce communications unit, said he was against the decision. "We have no control over advertising, and I don't think it adds to the dignity of the Senate," he was quoted.

After disclosure of the subcommittee's decision on advertising, which Sen. Mundt told a newsman had been made partly because the networks were being hurt financially, Thomas F. O'Neil, Mutual president, said:

"Mutual has carried these hearings as a public service and will continue to do so. We are, however, happy that limited sponsorship is permissible to help defray costs.

"Accordingly we are authorizing our affiliates to permit sponsorship of the highlight program we present every weekday evening from 10:30-11 p.m. EDT, under conditions laid down by the Senate Committee on general operations."

Both DuMont and ABC were trying to line up sponsors as B•T went to press.

Sen. Mundt's statement, follows:

The subcommittee is relaxing its rule on sponsorship to this extent: In recognition of the value and services of live coverage of the committee hearings as we have observed the results:

Whenever a hearing is carried in its entirety without interruptions by commentary it will be permissible to have announcements made at the beginning and during any official recess of the committee, which say the following:

"These hearings are brought to you in their entirety without commentary as a public service under the sponsorship of ——"

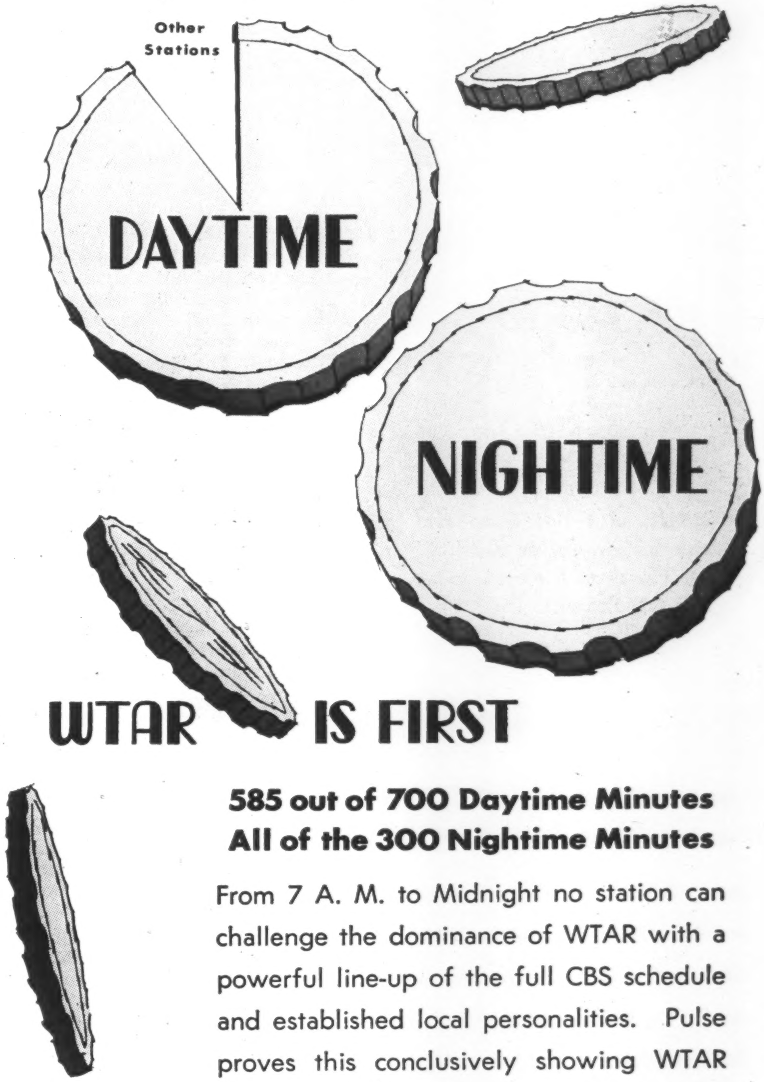
While the subcommittee does not want to bar any particular kind of advertising it is hoped that the networks will use good judgment in the types of sponsorship which they secure, since these televised hearings will be going into homes and some school classrooms.

So it is felt that if this relaxation of rule is to be successful that the networks should use good judgment in selecting these sponsors.

Coverage news elsewhere in the nation:

In Philadelphia, WIP claimed it was the only

*Pulse*Shows you where to put your radio dollars*



WTAR IS FIRST

585 out of 700 Daytime Minutes
All of the 300 Nightime Minutes

From 7 A. M. to Midnight no station can challenge the dominance of WTAR with a powerful line-up of the full CBS schedule and established local personalities. Pulse proves this conclusively showing WTAR first in 82.1% of daytime minutes and 100% at night. Profit by these facts — choose only WTAR, for radio in Norfolk.

* The Norfolk Pulse Survey, February, 1954.

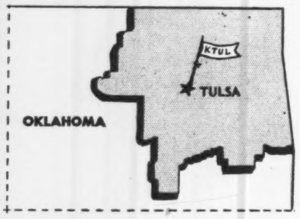
Buy Only **WTAR RADIO** *to Sell America's Miracle Market*

NORFOLK

Represented By Edward Petry & Co., Inc.

MEASURED FOR THE MARKET

COMPLETE COVERAGE WITHOUT WASTE!



- KTUL is tailored to fit the billion-dollar market of Tulsa and Northeastern Oklahoma!
- KTUL is the "Extra Effort" station in Tulsa that produces results for its advertisers!
- KTUL WILL PRODUCE RESULTS FOR YOU!

MARKET FACTS

Population	805,000
Buying Power	$1,064,307,000
Retail Sales	$696,809,000
Radio Homes	242,360

The "HAPPY MEDIUM" Station

KTUL

CBS Radio in Tulsa ☆ 5000 Watts day and night

L. A. Blust, Jr., Vice Pres. & Gen. Mgr.
Wm. Swanson, Sales Mgr.

Avery - Knodel, Inc.
National Representative

Affiliated with
KFPW — Fort Smith, Ark.
KOMA — Oklahoma City

radio station in the city to be continuing coverage. When necessary to make way for a baseball broadcast, afternoon hearing sessions are recorded for rebroadcast at 8-10 p.m. that day.

WLEA Hornell, N. Y., wishing to recheck its decision to continue the broadcasts, polled its listeners. Answer to the query posed by Don Jones, program director, during the noon period of a day when the hearing was being carried, was overwhelmingly in the affirmative, according to the station.

In some parts of the country, it appeared the hearing coverage was a spur to uhf conversion. WOKY-TV Milwaukee (uhf ch. 19) which reported calls and letters thanking the station for telecasts of the controversy, also said several viewers claimed they had been "conversion hold-outs" but purchased uhf equipment to enable them to see the hearings.

An independent poll of the viewing audience was taken by KING-TV Seattle. The vote was 40 to 1 to continue the telecasts. Calls responding to the station's query were so heavy that the phone company had to ask the station's callers to quit. The telecasts are picked up on kinescope in Chicago from where the film is flown to Seattle. KING-TV coverage is at night, beginning at 10:30.

WTVI (TV) Challenges 'Protection' to Mergers

FCC policy maintaining an application in hearing status even though all its competitors have dropped out or have merged with it—thus protecting it from additional competitive applications—came under fire last week in the U. S. Court of Appeals.

Key to the appeal by WTVI (TV) Belleville, Ill. (St. Louis), against the FCC grant of St. Louis ch. 4 to merged KWK St. Louis application [B•T, May 3] is its position that when the KWK application was amended, it was a new application and thus lost the protection of the umbrella provision of hearing status.

When applicants are set for hearing, additional applications may be filed for the same facility up to but not after 30 days before the date of hearing, according to FCC rules.

WTVI, which has been operating on ch. 54 since August 1953, maintained that the Commission erred when it granted the merged KWK application April 21. WTVI said it filed a ch. 4 application April 19, and thus should have been given a comparative hearing.

Early in 1953, after several mishaps involving survivor applicants who found themselves faced with late-filing opponents just prior to grants, the FCC ruled that once an applicant was in hearing he would stay under that protection in the event his opponents withdrew or they joined together in a merged application.

Argument last week was on a petition of WTVI for a temporary stay of the Commission grant to KWK, pending the court's determination on the appeal.

It was heard by Chief Judge Harold M. Stephens, and Judges David L. Baselon and George Thomas Washington.

FCC and KWK counsel argued that no stay was necessary, since WTVI would receive a fair hearing if the court so ordered. They also argued that the public interest was paramount and that St. Louis needed another vhf signal. They pointed out that WTVI evinced no interest in ch. 4 until six days after the initial decision and two days before the FCC's final decision. Since the FCC had found all applicants qualified, merged application was not a new application, they emphasized.

KWK received its grant after a merger with competing applicants Missouri Valley Broadcasting Co. (KSTP-AM-TV Minneapolis-St. Paul and St. Louis businessmen) and KXOK. Agreement was signed to revise the ownership of KWK so that the existing majority owners, Robert T. Convey and associates, would own 28%; KSTP, 23%; *St. Louis Globe-Democrat*, current minority stockholder, 23%; KXOK, 23%, and the St. Louis residents of the Missouri Valley application, 3% [B•T, April 12].

The cases were argued by Monroe Oppenheimer of Sher, Oppenheimer & Harris, for WTVI; William C. Koplovitz, Dempsey & Koplovitz, for KWK, and Daniel R. Ohlbaum, FCC.

AARGA Unit Studies Air-Tower Crashes

THERE were nine airplane crashes involving broadcast towers in the last four years, but only two involved towers more than 500-ft. high, the special tall towers committee of the Washington Air Coordinating Committee was told last week.

The information was contained in a report by the Civil Aeronautics Administration to the working group of the Airdromes, Air Routes & Ground Aids subcommittee of ACC which met May 7 under the chairmanship of Dr. T. G. Andrews, U. of Maryland psychology department director. The special committee is studying whether standards for marking and lighting tall structures should be revised, and, if so, what can be done [B•T, Jan. 11, et seq.].

Of the nine airplane-antenna tower accidents, all but one involved private planes, the CAA reported. The one exception was the 1953 accident at Albany, N. Y., where an American Airlines passenger plane crashed into one of the towers of the three-element WPTR array. The two towers above 500-ft. were those of WHUM-TV Reading, Pa., and WBCK-TV Battle Creek, Mich.

Other radio stations involved in air-tower crashes were named as KWAK Stuttgart, Ark., KXLA El Monte, Calif., and KSON Aberdeen, S. D.

Also listed were three accidents which involved the radio towers of power companies in Louisville, Ga.; Melbourne, Fla., and Spartanburg, S. C.

Noble C. Shumway Jr., FCC representative on the working group, submitted data which showed that there were 325 towers in operation or authorized and another 90 potential based on applications, all 500-ft. or higher.

Further information concerning military plane accidents and tall structures on military posts, not subject to CAA investigation or report, was requested.

Also requested were details of tall tower construction, to be furnished by Robert E. L. Kennedy, representative of Assn. of Federal Communications Consulting Engineers.

The next meeting was scheduled for May 20.

The *ad hoc* committee comprises representatives of government agencies (CAA, FCC, etc.) and military services, plus delegates from the broadcasting and aviation industry [B•T, April 19].

Baseball Hearing May 25

SENATE Anti-Trust & Monopoly Subcommittee will resume its hearing on May 25 on Sen. Edwin C. Johnson's (D-Colo.) resolution (S J Res 133) which would make government antitrust laws applicable to professional baseball clubs.

Care to say a few words?

It's a long wire that leads from that WGY microphone. It stretches into 878,130 homes in one of the richest market areas in the United States. They're homes of factory workers and executives, suburbanites and farmers of central New York and Western New England. The recent Politz survey proved the inseparability of radio and the American family. Let a Christal representative tell you about the power of your voice over the WGY microphone.

WGY

A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK

Represented Nationally by Henry I. Christal Company

NEW YORK—BOSTON—CHICAGO—DETROIT—SAN FRANCISCO

JUNE 19 MARKS FCC 20TH ANNIVERSARY

Progress of agency is reviewed since it succeeded old Federal Radio Commission on July 11, 1934. Radio's expanding horizon is cited in FCC report.

TWENTIETH anniversary of FCC falls on June 19, the Commission announced last week in a review of the agency's progress.

The survey recalled FCC had only 233 employes when it succeeded the old Federal Radio Commission on July 11, 1934, whereas the staff today exceeds 1,100. Initial budget of FCC in 1934 was nearly $1.9 million against fiscal 1954's $7.4 million.

The report noted that in 1934 the total of authorized radio stations of all kinds was only about 51,000 against today's 1.1 million.

"The ensuing 20 years," the report stated, "have seen the advent of tv and fm as regular broadcast services; entrance of tv into the uhf frequencies and the debut of visual broadcast in color; noncommercial educational fm and tv operation; extension of the usable radio spectrum and the birth of many new nonbroadcast radio services; utilization of radar and other electronic developments; expansion of common carrier facilities to the inclusion of overseas telephony and the use of domestic coaxial cable and microwave adjuncts, and an increasing number of individuals who operate radio transmitters for a livelihood or as a hobby. For radio alone there are now more than 60 categories of users who employ its conveniences for a myriad of purposes which, in range, extend from the cradle to the grave."

Four present members of the Commission were with the original FCC, the report pointed out. Chairman Rosel H. Hyde transferred to FCC from FRC as an attorney. Comr. E. M. Webster, who as lieutenant commander in the Coast Guard was a member of the interdepartmental committee which recommended unification of electrical communication regulation, joined FCC in 1934 as engineer. Comr. George E. Sterling transferred from FRC as an engineer and Comr. Robert T. Bartley was director of the Commission's original Telegraph Div.

Complaints of interference to radio reception in 1934 numbered less than 3,800, the report observed, while "due to the mounting number of radio stations, the extreme sensitivity of tv reception, and the increased use of electronic equipment and electrical gadgets, the number of interferences cases requiring field investigation last year approached 22,000."

FCC's initial annual report in 1935 observed:

> There are no fields of engineering in which new devices and inventions are being disclosed at a more rapid pace than in wire and radio communications. The arts, both in theory and practice, are extremely complex and cover a vast field. New devices and improvements, no matter in what radio or wire services developed, are as a general rule immediately reflected in potentialities for improvement and actual application in all other services.

"This is as true today as it was then, but in a greatly magnified degree," the review stated.

Following is a comparison of radio authorizations of the Commission's first year with those of today:

Class of Service	**1/30/35**	**3/31/54**
Marine	2,157	44,598
Aeronautical	678	43,324
Public Safety	298	15,065
Industrial	146	20,599
Land Transportation	0	12,370
Broadcast	623	5,808
Experimental	1,012	544
Common Carrier	565	1,534
Amateur	45,561	118,750
Other	34	782
Sub-total	51,074	263,374
Operators		
Commercial	*30,000	*745,000
Amateur	36,525	116,125
Sub-total	66,525	861,125
Grand total	117,599	1,124,499

*Estimated

Here is the Commission's list of its past and present members:

***Eugene O. Sykes (July 11, 1934-April 5, 1939)**
Thad H. Brown (July 11, 1934-June 30, 1940)
***Paul A. Walker (July 11, 1934-June 30, 1953)**
Norman S. Case (July 11, 1934-June 30, 1945)
Irvin Stewart (July 11, 1934-June 30, 1937)
George Henry Payne (July 11, 1934-June 30, 1943)
Hampson Gary (July 11, 1934-Dec. 24, 1934)
***Anning S. Prall (Jan. 17, 1935-July 23-1937)**
T. A. M. Craven (Aug. 25, 1937-June 30, 1944)
***Frank R. McNinch (Oct. 1, 1937-Sept. 1, 1939)**
Frederick I. Thompson (April 13, 1939-June 30, 1941)
***James Lawrence Fly (Sept. 1, 1939-Nov. 13, 1944)**
Ray C. Wakefield (March 22, 1941-June 30, 1947)
Clifford J. Durr (Nov. 1, 1941-June 30, 1948)
****Ewell K. Jett (Feb. 15, 1944-Dec. 31, 1947)**
***Paul A. Porter (Dec. 21, 1944-Feb. 25, 1946)**
***Charles R. Denny (March 30, 1945-Oct. 31, 1947)**
William H. Wills (July 23, 1945-March 6, 1946)
***Rosel H. Hyde (April 17, 1946-)**
Edward M. Webster (April 10, 1947-)
Robert F. Jones (Sept. 5, 1947-Sept. 19, 1952)
***Wayne Coy (Dec. 29, 1947-Feb. 21, 1952)**
George E. Sterling (Jan. 2, 1948-)
Frieda B. Hennock (July 6, 1948-)
Eugene H. Merrill (Oct. 6, 1952-April 14, 1953)
Robert T. Bartley (Nov. 6, 1952-)
John C. Doerfer (April 15, 1953-)
Robert E. Lee (Oct. 6, 1953-)

***Served as Chairman**
****Served as Interim Chairman**

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

MOST People in Western Virginia listen to WDBJ NEWSCASTS because we employ:

- Two competent, full-time News Editors
- Direct AP AND UP presswire services
- Tape recorders, police and fire department monitors, telephone "beep" system, etc.
- Full reportorial services of both morning and evening Roanoke newspapers (including some 50 string correspondents in our coverage area)
- 46 complete, locally-produced, practically spaced newscasts weekly
- 11 complete farm shows weekly

AND, we've been steadily serving, steadily improving, steadily promoting these services for almost 30 years.

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

WGVL (TV) Protests Move By WSPA-TV to Paris Mt.

PROTEST against the FCC's authorization for WSPA-TV Spartanburg, S. C., to move its ch. 7 transmitter to Paris Mt., 5½ miles outside of Greenville, S. C., was filed last week by WGVL (TV) Greenville.

WAIM-TV Anderson, S. C., which also has fought WSPA-TV's requests to move to Paris Mt. from Hogback Mt., at week's end had not determined whether to file a protest with the FCC or appeal immediately to the U. S. Court of Appeals. Both the objecting stations operate on uhf frequencies. Their objections were turned down by the Commission when it granted the WSPA-TV modification of CP [B•T, May 3].

Both stations have fought WSPA-TV's original request to move temporarily to Paris Mt., and succeeded in securing a court order staying the execution of the Commission's special temporary authority. When this occurred, WSPA-TV surrendered its temporary authority and filed an application for permanent move which was granted earlier this month.

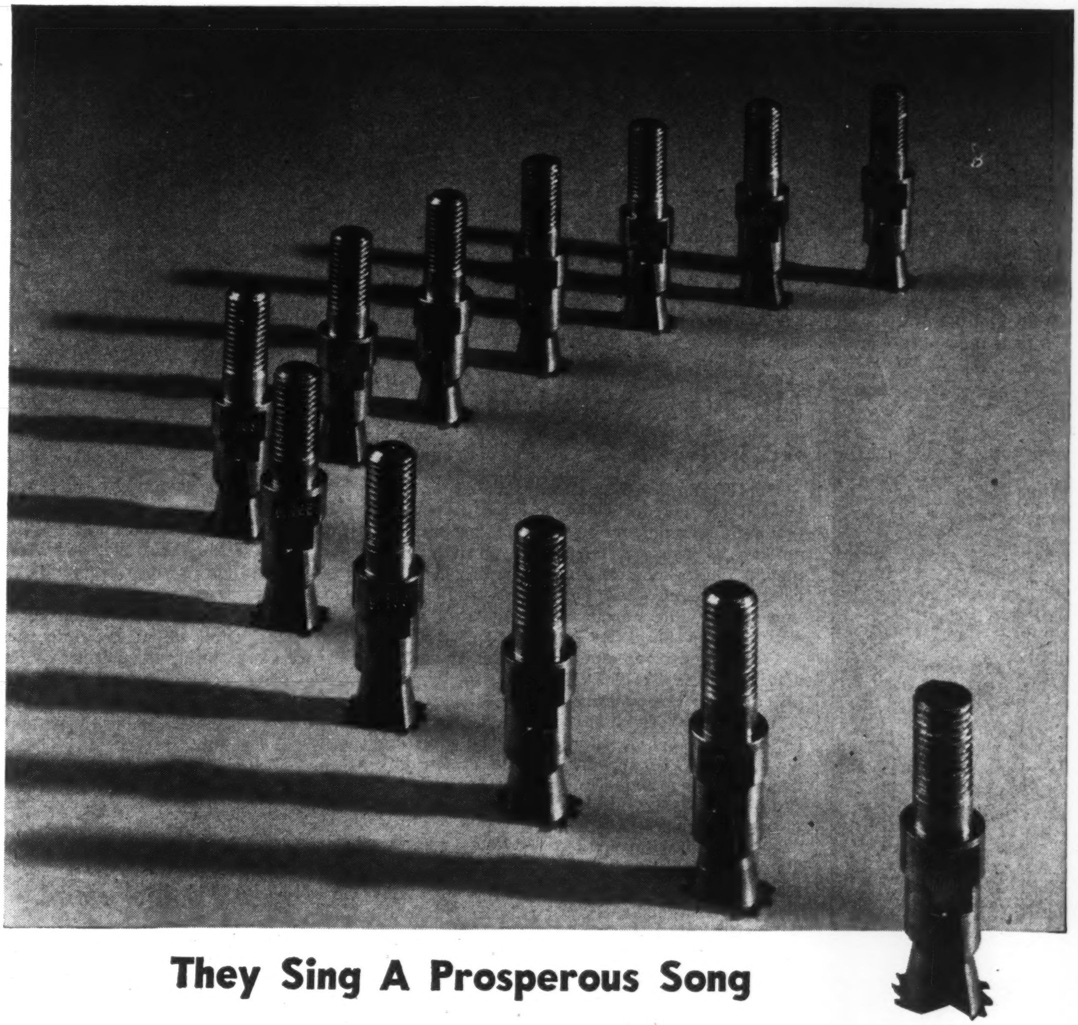
Both protestants maintained that WSPA-TV was making the move because it was necessary in order for WSPA-TV to secure a CBS-TV affiliation. They claimed economic injury, loss of national advertising, loss of CBS affiliation, and violation of the FCC's table of allocations. These claims were repeated by WGVL in its protest last week.

WGRD Order Was 'Proper,' FCC Says in Appeals Brief

FCC's order to WGRD Grand Rapids, Mich., to cease pre-sunrise operation [B•T, Dec. 14, 1953, et seq.] was proper, the Commission said Friday in filing its answer brief in the U. S. Court of Appeals in Washington.

WGRD cannot claim a modification of license, the FCC said, because it has no rights in other than daytime operation.

WGRD, operating daytime only on 1410 kc, was until late last year beginning its broadcast day before sunrise. After objections by WING Dayton, Ohio, the regional Class III-A station on that frequency, charging interference, the



They Sing A Prosperous Song

Dovetail bits hum about payrolls and profits as they work for the growing furniture industry in the South's Prosperous Piedmont.

Industry and agriculture team-up to make the mighty Piedmont section of North Carolina and Virginia one of the fastest comers in the nation. And WFMY-TV is the Prosperous Piedmont's most viewed station.

The 1,700,000 people in WFMY-TV's 31-county area have over 2 billion dollars to spend . . . and they're ready, willing and able to spend it. Let your H-R-P man tell you the success stories of flourishing products sold over WFMY-TV in the Prosperous Piedmont.

Team your product with WFMY-TV and you'll sing a prosperous song, too. Call your H-R-P man today.

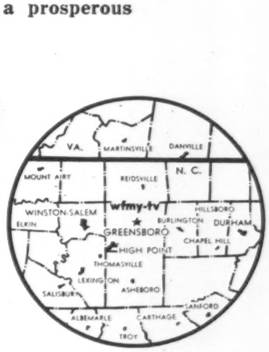
wfmy-tv

Channel 2

GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

CBS
Basic Affiliate


VA.
MARTINSVILLE
DANVILLE
N. C.
MOUNT AIRY
REIDSVILLE
WINSTON-SALEM
wfmy-tv
HILLSBORO
ELKIN
BURLINGTON
DURHAM
GREENSBORO
CHAPEL HILL
HIGH POINT
THOMASVILLE
LEXINGTON
ASHEBORO
SALISBURY
ALBEMARLE
CARTHAGE
SANFORD
TROY

KJEO-TV
FRESNO, CALIF.
Serves an
EXCLUSIVE
UHF MARKET

ALL stations in the Fresno Trade Area are UHF stations. Los Angeles and San Francisco cannot possibly get into this area. The flat Valley topography, surrounded by mountains, and the 4400 ft. height of the KJEO transmitter gives UHF every natural advantage.

SAN FRANCISCO
186 MILES
STANISLAUS
TUOLUMNE
MERCED
MARIPOSA
MADERA
FRESNO
KINGS
TULARE
KERN
221 MILES
LOS ANGELES

KJEO
CHANNEL 47
ABC-TV AFFILIATE
GREATER Coverage
SUPERIOR Reception
Powerful new 12 KW transmitter now in operation with ERP of
444,000 WATTS
Covers ALL Central California's rich BILLION dollar market.
106,558 sets
March 1954
REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY
Offices in Leading Cities

O'NEILL BROADCASTING CO.
FRESNO, CALIFORNIA
P. O. Box 1708 Phone 7-8405
J. E. O'Neill, President

Commission ordered WGRD to stop.

In its brief to the court, WGRD claimed this constitutes a modification of its license without a hearing. WGRD also said the regulation forbade "undue interference" to the dominant station and claimed the interference was not undue. WGRD also claimed WING could not complain since the official FCC broadcast day ends at midnight.

The Commission answered that undue interference is objectional interference in the nature of the regulations and that the only reason the broadcast day is specified to end at midnight is to distinguish between regular programming and experimental broadcasts.

On June 14, the Commission will hear oral argument on WGRD's complaint that the stop order was illegal.

NBC Misstated FCC's Region Plan—WAKR-TV

SUMMIT Radio Corp., operator of ch. 49 WAKR-TV Akron, Ohio, charged last week that NBC's comments on the FCC proposal to modify its network territory exclusivity rule quoted out of context the chain broadcasting rules, misstated their principles and raised "spectres of dire effects" to result from adoption of the proposal [B•T, May 10].

FCC proposes to modify its rules to restrict a tv station's "exclusive" rights to network programs to the community where its channel is allocated rather than to the coverage area [B•T, April 5]. If adopted, the rule change would prevent a network affiliate in one city from blocking network programs to another station in an adjacent city even though the first did not carry the shows.

The proposal is opposed by NBC, WNHC-TV New Haven, Conn., and WTVR (TV) Richmond and supported by WAKR-TV and four other stations.

WAKR-TV contended in its reply brief "over-riding purposes of the chain broadcasting rules was not to prevent duplication of service" as NBC argues, "but to preserve competition."

'Spectres of Dire Effects'

As to "spectres of dire effects" which also were attributed to NBC at the time the chain broadcasting rules were promulgated, WAKR-TV said, "NBC is at times prone to predict detrimental industry effects from Commission action of the kind here in question. In its exuberance to register its predictions of distress, NBC is also wont to pay homage to competitive ideals not otherwise noticeably affecting NBC in its day-to-day dealings with stations."

NBC's predictions of economic injury to stations if two outlets in the same area could carry the same show and compete for the network advertiser's dollar "cannot seriously be considered by the Commission, first, because they are fallacious and, second, because they contradict NBC's own practices and statements on the subject, of record."

WAKR-TV argued NBC is defeating its own argument because it already has affiliates whose signals substantially overlap with each other. The Akron station cited WBZ-TV Boston and WJAR-TV Providence, as well as WSPD-TV Toledo and WWJ-TV Detroit.

The brief charged NBC's practice with regard to its owned and operated WNBK (TV) Cleveland "is unfairly to restrain other stations from competing under the guise of preventing duplication." Despite duplication at Boston-Providence and Toledo-Detroit, NBC has refused network service to WAKR-TV, the only outlet at Akron, in favor of WNBK, the brief charged.

WENS (TV) Asks Entry To Ch. 4 Irwin Hearing

PETITION for permission to intervene in the five-cornered Irwin, Pa., ch. 4 tv hearing—scheduled to commence this Friday—was filed last week with the FCC by ch. 16 WENS (TV) Pittsburgh, Pa.

Right to intervene was made on the ground that it is a "party in interest" in the sense that any additional vhf operation in the Pittsburgh area means economic injury to the 10-month-old uhf station.

Alleging that the five applications bidding for Irwin and surrounding areas are in reality planning Pittsburgh stations, WENS claimed that it had the right to participate in the hearing.

Anticipating a merger, the uhf station announced that it would itself file for ch. 4 if the comparative hearing among the five applicants evaporated.

The five applicants are KQV Pittsburgh (45% owned by CBS), seeking McKeesport, Pa.; WCAE Pittsburgh (Hearst Publishing Co.), seeking Wilkinsburg, Pa.; WLOA Braddock, Pa., seeking that city; and Wespen Television Inc. and Irwin Community Television Co., seeking Irwin.

WENS is owned by Pittsburgh principals, the majority of whom are interested in the Tyrone Corp., an investment firm. The Tyrone Corp. owns a 30% interest in WMTW (TV) Poland, Me.

In a somewhat similar situation in Milwaukee, the FCC permitted WCAN-TV Milwaukee, operating on uhf ch. 25, to intervene in the Whitefish Bay, Wis., ch. 6 hearing [B•T, May 3].

Poppele Takes Oath As USIA 'Voice' Head

J. R. POPPELE, tv consultant and former vice president in charge of engineering of WOR-AM-TV New York, was sworn in last week as chief of the Voice of America. He succeeds Leonard F. Erikson, who has returned to McCann-Erickson as vice president and general executive [B•T, May 10].

Administering the oath of office to Mr. Poppele was Theodore C. Streibert, director of the U. S. Information Agency and former head of WOR-AM-TV. Mr. Poppele's official title is assistant director for broadcasting, USIA.

In a statement to B•T last Thursday, Mr. Poppele expressed his appreciation to those in the radio and television industry who had sent him congratulatory messages. He said he had accepted the position of VOA to carry out the wishes of the Congress and the American people—"to tell the American story plainly, factually and truthfully, and to oppose and expose the dangers and frauds of Soviet imperialism and international communism."

KMO Sale Plans Dropped

KMO Tacoma, Wash., last week dismissed an application which sought FCC consent to its sale for $500,000 to principals in KAYO Seattle. No reason was given. Several weeks ago the Commission advised KMO that because of daytime overlap between KMO and KAYO it appeared a hearing would be required [B•T, April 12]. Proposed purchasers were Jessica Longsten, Robert Pollock and C. V. Zaser, all part owners of KAYO.

STATE OF MIND...

...AND THE STATE OF THE NATION

Perhaps far more than we realize, the state of our nation depends on our state of mind.

For if false fears can incapacitate an individual, they can do the same to a country, which is made up of individuals.

The people of Union Oil believe in America and its ability to continue to furnish the highest standard of living ever achieved by man.

We are backing this belief this year with a nearly $100,000,000 vote of confidence which calls for new wells, new products, new plants, new refineries, new tankers, new trucks, new tools, new processes.

All of this will help to create new jobs and new opportunities in the years ahead.

All of this should help to create a state of mind that is good for the state of our nation.

UNION OIL 76 COMPANY
OF CALIFORNIA

Buy American and protect your standard of living

LAST CALL
For Entries
In The
N•A•R•T•B
BROADCASTING
TELECASTING
GOLF
tournament
at
Acacia
Country Club
La Grange, Ill.
Starting 9:30 A.M.
May 23
Silver Cups for Winners.
Send reservations today
to any BROADCASTING • TELECASTING office.
► Bus leaves Palmer House 8:45 am, May 23.

CANADIAN ADVERTISERS STUDY RADIO-TV

Merits of both media were extolled at the four-day Toronto meeting. The future of television in that country drew particular attention.

STATUS of radio and television as advertising media in the U. S. and Canada and some of the problems facing the advertiser using or planning to use these media were discussed in a series of talks at the 39th annual meeting of the Assn. of Canadian Advertisers at Toronto May 5, attended by over a thousand advertisers and avertising agency executives.

MR. DAY

"Radio is more effective today than ever," stated Joseph B. Ward, president of the Advertising Research Bureau Inc., Seattle. "The golden age of radio still lies before us," he told his audience, after showing with slides the use of ARBI research in various media. He pointed out that advertisers must use more than one medium in major markets if they are to reach the whole market, that tv is shifting the emphasis for advertisers, that radio can do an effective job, and that tv has great impact. Radio, if used properly, can outpull any media for dollars spent, he said.

Buying trends in tv, with increasing use of insertions in major shows by a number of advertisers and the growing use of "spectaculars" by big advertisers a number of times a year, were explained to Canadians by Michael Dann, tv programming manager of NBC, New York. He outlined the growth of shared sponsorship of big name tv shows and dealt with plans for use of "spectacular" shows on various days of the week this fall and winter. He advised Canadian advertisers and account executives to forget their radio, newspaper and magazine advertising habits when planning tv sponsorship.

Costs Will Come Down

Economic factors of tv advertising and predictions that time costs will come down for tv, featured a discussion on tv as an effective and economic buy. Rodney Erickson of the radio-tv department of Young & Rubicam, New York, gave breakdowns on costs of popular daytime and nighttime shows on a cost per thousand tv homes basis. He showed the high cost of spectacular shows and annual sporting events. Mr. Erickson pointed out that 50% of the housewives can be reached in daytime by tv with as low cost-per-thousand, and said that in the future time costs would drop because of increased competition and less sets-in-use, that talent costs would drop with the use of more film and magnetic tape shows, and that color costs would be 10 to 25% greater than black-and-white until 1960. Then, he predicted, all tv shows will be in color.

Canadian television program production problems and development of Canadian commercials were dealt with by J. M. Reynolds, commercial coordinator for tv of CBC, Toronto. He stated that the most pressing problems are (1) obtaining a sufficient number of trained people and (2) high costs of producing commercials.

Problems of manufacturing and selling tv receivers and future sales of color tv in Canada were detailed by John D. Campbell, Canadian Westinghouse Co. Ltd., Hamilton. He forecast that tv set sales this year will come close to 500,000 units in Canada. By the end of 1954 there will be well over one million sets in use in Canada, he stated.

Canadian tv set makers are now in about the same position as U. S. manufacturers were about three years ago, Mr. Campbell explained. Canadians skipped the small screen set era, and as a result there are fewer obsolete sets in existence. In the major markets of Toronto, Montreal and Windsor, it is estimated that saturation has reached about 40%, but with new stations being built across Canada the manufacturers expect a continuing increase in sales for the next few years. There are some 2,625,000 electrically wired homes in Canada which will be within at least 75 miles of a tv signal by the end of 1955. Because of the high cost of color tv, Mr. Campbell felt that it would be 1956 before any number of color tv sets would be sold in Canada, although the first ones will be available for sale this fall from Canadian plants.

Day Elected President

The four day meeting was devoted to all phases of advertising, with speakers from the U. S. and Canada at all sessions. Robert E. Day, president of the Bulova Watch Co. Ltd., Toronto, was elected president, succeeding John O. Pitt, advertising manager of Canadian Fairbanks-Morse Co. Ltd., Toronto. Other officers elected were M. M. Shneckenburger, House of Seagram, Montreal, as executive vice president; vice presidents—R. R. McIntosh, General Foods Ltd., Toronto; John M. Meldram, National Carbon Co., Toronto; R. E. Sewell, Coca-Cola Ltd., Toronto, and T. M. Atkinson, Canadian Industries Ltd., Montreal. T. G. Ferris, Household Finance Corp. of Canada, Toronto, was elected treasurer; Athol McQuarrie, Toronto, general manager, and John M. Galilee, Toronto, secretary.

The ACA annual awards for outstanding contributions to advertising in 1953 included silver medals to Mark Napier, vice president and managing director of J. Walter Thompson Co. Ltd., Toronto, and Ralph E. Sewell, vice president in charge of advertising of the Coca-Cola Ltd., Toronto.

Guam Takes MBS Series

GUAM

COMMERCIAL radio broadcasts of major league baseball has come to the central Pacific, with KUAM Agana, Guam, re-broadcasting Mutual's *Game of the Day* to that island, and throughout the Marshall, Caroline and Marianas groups. The game is taped over RCA trans-Pacific program transmission service, with live commercials of local participating sponsors (Guamanian bottlers of Pepsi-Cola and Bireley Beverages, and Guam Tire & Supply Co.) inserted during the afternoon re-broadcasts.

Baseball fans on Saipan, Truk, Yap, Majora and Ponape islands have reported clear reception, station spokesmen stated.

111,399 Tv Sets Sold

CANADA

CANADIAN tv set sales in the first three months of 1954 totaled 111,399 units, valued at $41,429,287, according to a report of the Radio-Television Mfrs. Assn. of Canada. The Canadian manufacturers plan to produce another 87,000 sets in the next three months. Total factory production during the three month period was 122,625 sets. Sales by provinces: Ontario, 54,132; Quebec, 42,194; Atlantic Coast, 2,989; Prairie provinces, 1,181, and British Columbia, 10,903.

Brewer Lists 'Failures' Of IATSE at Conference

IATSE is losing out in the tv field, says Roy Brewer, possible candidate for the presidency. He backs charges by IATSE's Hollywood Local 815.

CURRENT jurisdictional fight among unions for control of tv field "is not in the open" because the International Alliance of Theatrical & Stage Employes "is losing out," charged Roy M. Brewer, former Hollywood international representative of the union and possible candidate for presidency [B•T, May 10] at a Hollywood news conference last week.

While again refusing to disclose his plans to "salvage" IATSE position in tv, should he be elected, he stated the union's traditional policy is that the entertainment field is generally under its jurisdiction. Loss of motion picture projectionists, long an IATSE stronghold, to other unions in the tv field was cited as one example of the present IATSE administration's failure to follow the union's traditional pattern.

Generally, Mr. Brewer agreed with charges sent in a letter to all locals by William O. Brown, recently deposed special international organizer of Local 815, Theatrical Broadcasting Studio Employees, Hollywood [B•T, April 26] that the present administration had:

(1) Failed to organize radio, although "most tv people come from radio and tend to remain in their radio union when tv stations organize."

(2) Failed to do anything about tape, although tv tape recording could supplant 50% of Hollywood tv film production.

(3) Failed to counter the tactics of International Brotherhood of Electrical Workers in placing members in training schools, where they "pre-indoctrinate" tv engineers.

(4) Failed to set up a recognizable and workable radio-tv policy.

(5) Failed to provide organizers comparable to those of IBEW and National Assn. of Broadcast Employes & Technicians.

(6) Failed even to get on the ballot in various tv station representation elections, "let alone win the elections."

Mr. Brewer acknowledged that so far, Local 815 is only tv local to support his draft campaign.

Also president of the anti-communist Hollywood Motion Picture Alliance for Preservation of American Ideals, Mr. Brewer said a similar group should be formed in the radio-tv field to "go to bat for those innocently involved (in the communist conspiracy). . . . There should be some place where he (the person involved) can go to square himself."

The broadcasting industry was castigated by Mr. Brewer for its handling of such cases and he boasted that fewer innocent people had been harmed in motion pictures than in radio and tv.

The former international representative is on a three week tour of IA locals to test sentiment toward his candidacy. If favorable, he said he would resign his present position as executive assistant to Steve Broidy, president of Allied Artists Productions, Hollywood, and enter the contest for the presidency "wholeheartedly."

Local 802 Still 'Out'

DISPUTE between WOR-AM-TV New York and Local 802, American Federation of Musicians was to start its 11th week today (Monday) with little prospect for an immediate settlement in sight. Gordon Gray, vice president of General Teleradio in charge of WOR-AM-TV, attended a mediation session with officials of the local last week, but no progress was reported. The stations have offered a flat sum, variously estimated at $175,000-$200,000, to be used for "live" music, but Local 802 has not accepted. The local also has been on strike against WINS since the end of March and has maintained pickets there as well as at WOR-AM-TV. Dispute centers around the local's demand for a staff of musicians, while the stations have insisted on the right to hire musicians on a "per program" basis.

RTDG Reaches Agreement With CBS in Chicago

DISAGREEMENT with CBS Chicago over certain contractual features covering its members of the local Radio-Television Directors Guild has been resolved, it was reported last week.

Thus, CBS joins ABC and NBC in that city in concurrence over new pacts which were reported to be on a parity with terms outlined in New York network negotiations.

The contracts involve CBS' WBBM-AM-TV, ABC's WBKB (TV) and NBC's WNBQ (TV), all Chicago. Negotiations were held over fees for local commercial programs, minimum wages and other benefits [B•T, May 10].

WDAY
(FARGO, N. D.)
IS ONE OF
THE NATION'S
MOST POPULAR
STATIONS!

An independent survey made by students at North Dakota Agricultural College among 3,969 farm families in a 22-county area around Fargo proved this: WDAY is a 17-to-1 favorite over the *next* station—is a 3½-to-1 favorite over *all other stations combined!*

NBC • 5000 WATTS
970 KILOCYCLES

FREE & PETERS, INC.
Exclusive National Representatives

TWO MORE TV OUTLETS GET UNDERWAY

Also ready to go on the air today is XEJ-TV.

TWO new tv stations that have been testing for at least two weeks were scheduled to begin regular programming this weekend. Another, a Mexican border station, is ready to go commercial today (Monday).

The scheduled weekend starters are:

KGLO-TV Mason City, Iowa (ch. 3), CBS, DuMont; represented by Weed Tv Inc., May 15.

WGAN-TV Portland, Me. (ch. 13), ABC; represented by Avery-Knodel Inc., May 16.

This will be the first local video outlet for Mason City and the third for Portland.

XEJ-TV Juarez (El Paso), operating on ch. 5, reported it is ready to begin commercial programming today (Monday). National Time Sales, New York, is representative. XEJ-TV's debut will increase the number of operating stations to 382.

Reports from other stations:

WKNY-TV Kingston, N. Y. (ch. 66), has pushed back commercial programming starting date to May 23 due to test pattern difficulties now cleared up, Robert L. Sabin, manager, has reported. Station now operating on eight-hour-per-day test pattern schedule.

Two other stations are scheduled to begin commercial programming before June 1: KFXJ-TV Grand Junction, Colo. (ch. 5), May 30, and WBOC-TV Salisbury, Md. (ch. 16), May 24. Two educational outlets also are expected to start regular operations by the end of the month: KQED (TV) Berkeley, Calif. (ch. 9), and WCET (TV) Cincinnati (ch. 48). No definite dates were announced.

KLTV (TV) Tyler, Tex. (ch. 7), with approval of new site and increased power, plans a Sept. 1 starting date, General Manager Marshall H. Pengra and owner Lucille Lansing have announced.

KUTV (TV) Salt Lake City, Utah (ch. 2), is completing work on the transmitter and downtown studios and expects to begin commercial programming by Aug. 1, S. John Schile, executive vice president and sales director, said.

WTHI-TV Terre Haute, Ind. (ch. 10), has reported that assembly and construction has started on its 548-ft. tower, aiming for a July 1 target date. Station will be affiliated with CBS.

WTLC (TV) Champaign, Ill. (ch. 12), U. of Illinois educational station, has received approval of the state legislature to spend $24,000 of public money each year through 1955. It also has received a $100,000 grant from the Ford Foundation's Fund for Adult Education. Station plans to go on the air next fall.

Go-ahead for construction by the U. of Georgia of a $2 million noncommercial, education tv station on reserved ch. 8 at Athens, Ga., was given last week by the State Board of Regents.

SUCCESS STORY
by
WOC-TV
W
O
C
T
V
S
E
L
L
S

TELEVISION IS UNITED SUPER MARKETS "OYSTER"

2,200 Pints of Oysters, in Fact

February 10, 1954, United Super Markets—largest independent chain grocers in Quint-Cities area—began sponsorship of "Musical Moods," Wednesdays, 9:30-10:00 p.m. This is local live program; features talented pianist-organist Marjorie Meinert and guest musicians. It has been an outstanding WOC-TV production for four years; has consistently proved it delivers responsive viewers.

Here's how *responsive* these viewers were to United's commercials. Two products were advertised—oysters and frozen chicken pot pies. Through its 15 stores, United ordinarily sells 400 pints of oysters during a weekend. The weekend after the first "Musical Moods" telecast, *United sold 2,200 pints of oysters*—a complete sell out. In addition, *United sold 4,800 chicken pot pies*—another sell out. NO OTHER ADVERTISING SUPPORTED THESE TWO PRODUCTS.

"Musical Moods" continues to produce success stories for United Super Markets . . . so successful that this big independent grocery chain has purchased an additional ½-hour weekly of WOC-TV. For example, there's the telecast early in March when "Musical Moods" practically sold this chain out of its Lenten supply of catfish, selling 6,000 pounds of this item; when it sold 2,300 packages of rose bushes for planting in 1½ days after the telecast.

If you'd like to know more about United's TV "successes" (and the successes of other WOC-TV advertisers), write us direct or contact your nearest F & P office.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
100,000 Watts-Video
Channel 6
NBC Basic

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS, *Resident Manager*
Davenport, Iowa

WISH-TV Indianapolis, scheduled to begin programming July 1, signs its first sponsor to a contract. L to r: C. Bruce McConnell, WISH-TV president; Russell Williams Jr., secretary-treasurer of the sponsoring Gaseteria Inc., local service station chain; B. C. McKay, Gaseteria promotion and advertising manager, and Robert F. Ohleyer, WISH-TV local sales manager. The ch. 8 station will operate with 316 kw from a new transmitter building near the WISH radio transmitter.

Four WTOP-TV Executives In New Jobs After Split

FOUR top executives of WTOP-TV Washington entered new jobs last week as the station management was realigned by George Hartford, tv vice president of WTOP Inc. WTOP radio and tv were split administratively last month to permit greater specialization.

Robert J. Bordley, former radio-tv sales manager, has moved to WTOP-TV as sales manager. He has been at WTOP four years. Cody Pfanstiehl, with WTOP since 1947 in promotional roles, becomes WTOP-TV promotion director handling press information, audience promotion and sales promotion. H. Thomas Tausig, WTOP-TV program director for two years, continues in that role. Mr. Hartford formerly was radio-tv vice president in charge of sales. In his new role he is

UNITED STATES OF AMERICA
In God we trust
ONE DOLLAR

NEWSPAPERS AND THE TAX DOLLAR

Newspapers have been in the vanguard of those keeping the public awake to how their tax dollars are being spent—to see that nobody gets a free ride on the American cartwheel.

For when tax dollars are spent for things private industry itself can and should pay for, the tax bills mount.

Take the matter of transportation. While the railroads build and maintain their own rights-of-way—and pay taxes on them—most of the railroads' major competitors use highways, waterways, airports and airways built and maintained with tax money. For such use of publicly provided rights-of-way they pay disproportionately little—and sometimes nothing.

Thus, while the railroads pay their own way, the airlines, the big intercity truckers and the inland waterway carriers are being subsidized out of Federal, State and local tax money. *Your tax money* and *railroad tax money*.

The railroads maintain that the public (meaning *you*) would be better served (and would pay less in taxes) if all forms of transportation paid compensatory charges for the use of government-provided facilities. For then, they could all compete on an *equal basis* for the business that each can handle most economically and most efficiently.

The railroads operating in the densely populated and highly industrialized east are especially affected by this situation. It's not only their tax dollar that's involved, but yours as well . . . Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.

PERSONALIZED

Spots

"TELLO-TEST"

CAUSES TALK

ROSS WELLER

BOB KEEFE

Few participation programs anywhere can equal the high Pulse rating of Tello-Test on WHAM. Broadcast twice daily—early afternoon and the most successful participation program after 6 P.M.

It has a host of rabid fans who talk and boast about Tello-Test in every town and hamlet in the 26 county area served by WHAM.

Sparked by a pair of hard-hitting WHAM personalities—Ross Weller and Bob Keefe—Tello-Test draws listeners at a low cost per thousand of approximately $1.00.

This syndicated sales telephone quiz program brings high sales returns for many happy spot users.

50,000 WATT CLEAR CHANNEL

WHAM

ROCHESTER RADIO CITY

The Stromberg-Carlson Station

AM-FM ★ NBC Affiliate

Geo. P. Hollingbery Co., Nat'l Rep.

SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

general manager of WTOP-TV.

"Television is growing so fast that it takes a man's full time and energies to guide this medium," Mr. Hartford said. "Tv techniques and knowledge are so specialized, and the work so demanding, that it is virtually impossible for sales, programming or promotion executives to wear two hats."

EXECUTIVE realignment at WTOP-TV Washington last week brought new jobs and titles to these four: seated, George Hartford, tv vice president of WTOP Television Inc.; standing (l to r), H. Thomas Tausig, program director; Robert J. Bordley, sales manager, and Cody Pfanstiehl, promotion director.

KFAC-FM to Move Transmitter

KFAC-AM-FM Los Angeles will move its fm transmitter to Mt. Wilson, with its am tower and transmitter remaining at 3725 Chesapeake Ave. The fm transmitter move will increase coverage of KFAC-FM's 17.7 kw power from the present 720 square miles to 8,300 square miles, according to Calvin J. Smith, president and general manager. Official dedication has been set for July 17.

WSPA-TV Breaks Ground; Studios Ready in 90 Days

SOME 150 persons attended groundbreaking ceremonies which began construction of WSPA-TV Spartanburg, S. C., studios last Monday, Walter J. Brown, president, announced. The studios are expected to be complete in 90 days, he said [B•T, May 10].

On hand for ceremonies were Spartanburg Mayor Neville Holcombe, Rep. Robert T. Ashemore of Greenville, State Sen. Charles C. Moore, and others. Gov. James F. Byrnes and Sen. Burnet R. Maybank (D-S. C.), unable to attend, sent congratulatory letters.

The WSPA-TV studio will be 47 by 32 feet and 18 feet high. A large entrance from a public alley will permit autos and other large equipment to be televised. Three store buildings leased by Spartan Radiocasting Co. and adjoining the WSPA radio building, will house a smaller studio, control room, film projection room, film editing room, property storage room and offices. The WSPA radio and tv buildings will be connected by a door and the WSPA radio auditorium will be available for tv audience participation shows, Mr. Brown said.

Montgomery Radio Group Combines for Primaries

THE FOUR members of the Montgomery (Ala.) Radio Network Assn.—WAPX, WCOV, WJJJ and WSFA—combined their facilities May 4 and brought to the county and trade territory what "is commonly conceded to be the finest election returns ever," according to T. E. Martin, spokesman for the network and president of WAPX.

The stations set up an operation in a ballroom of the Jefferson Davis Hotel and had every voting machine in the county covered by staff members of the four stations, so returns could be phoned in to a battery of operators within minutes after each machine closed.

The Democratic Primary involved nomination—equivalent to election—of a U. S. sena-

AT BASE of the "world's tallest Maypole" during dedication of the new WTAR-TV Norfolk tower is Queen of the May, chosen from 39 girls representing counties in the station's coverage area. The event marked the shift to ch. 3, power boost and opening of the 1,049-foot tower. L to r: Jane Carol Crofton, Washington County, N. C.; Campbell Arnoux, WTAR-AM-TV president; Peggy Harvin, Northampton Co., N. C., queen; Mayor T. Cooley, Woodland, N. C.; Hampton Slingluff, Virginia Beach.

tor, state governor and eight other state offices plus local offices. Facilities of the AP and telephone were used for results in every other county. The pooled broadcast began at 6 p.m. when the polls began to close, and lasted to 3 a.m. the following morning, with each station assigning its top announcer. The broadcasts were sponsored by Hart-Greer Inc., Birmingham appliance distributor.

Stations Should Decide On 'Free' Time—Siepmann

DISCRETION of networks and stations to grant or deny "free" time for reply by persons who claim their positions have been unfairly attacked is discussed by Charles A. Siepmann, at one time with FCC and a contributor to its 1946 *Blue Book,* in an article in the current issue of *The Nation.* He is now head of New York U. Communications Dept.

A person has no "right" to an idea or a public act once it is made public, Mr. Siepmann writes, hence is not entitled as a matter of right to reply to a challenge of that idea or act.

"Failure of networks and stations to grasp this point has occasioned much of our present confusion and perplexity," he writes, citing Sen. Joseph R. McCarthy's (R-Wis.) success in selling the "proprietory theory" of ideas and securing air time.

"Let any man mention his name on the air and the station quickly receives his claim for 'equal time' to answer back, whereas the sole public interest involved—with respect to any of his acts or opinions—is that they be discussed pro and con, but in no case, as of necessity or as of right, by him," the article states.

FCC places the right of discretion upon stations themselves, Mr. Siepmann says, with the Commission charged with reviewing overall performance. He offered three rules to end the controversy in handling controversial matters on the air:

> *Rule 1.* In matters of controversy debated on the air the broadcast licensee alone shall decide who shall be parties to the discussion. No individual's "right" to broadcast is to be countenanced.
>
> *Rule 2.* Participants in broadcast controversy shall be confined to discussion of the matters at issue. Irrelevant excursions on their part shall be ruthlessly blue-penciled. (This is merely a common-sense extension of a recognized practice. If a speaker is invited to broadcast on bird song and then submits a manuscript on bees, his manuscript will be rejected. Intrusion into controversy of impertinent matter is objectionable in precisely the same sense.)
>
> *Rule 3.* Personal abuse or innuendo, or indeed any attack on the good faith, the motives, or the character of individuals, is out of place in broadcast controversy—for two reasons. In public discussion it is ideas, opinions, or points of view that are essentially at issue. Loathsome as is much about the character and past conduct of Sen. McCarthy to many persons, it is his point of view, his public statements, and public acts that are properly to be contested. Moreover, such fearful and sometimes irreparable damage can be done to the good name of an individual through the range of broadcasts and the prestige attached to them that special protection of his interests is proper. Only two parties are served by personal recrimination and veiled slander—the peddlers of such unsavory stuff and the diseased minds that revel in it.

Summerford Heads WKLO

D. C. SUMMERFORD, former technical director of WKLO Louisville, has been named to succeed Joe Eaton as general manager, it was announced last week by the board of directors of the Mid-America Broadcasting Corp., WKLO licensee. In another change, Charles Farmer has been named assistant manager and director of sales. WKLO, an affiliate of ABC, began operations in November 1948.

Wire Elected President Of KSTM-TV St. Louis

P. H. WIRE, president and general manager of the East St. Louis (Ill.) *Journal,* has been elected president of Broadcast House Inc., licensee of KSTM-TV St. Louis, William H. Biggs, board chairman, said last week.

In an announcement, Mr. Wire said, "We are excited and gratified at the tremendous strides ch. 36 is making in the television picture in our area, and with our greatly increased listenership and the resultant increase in sales, we are more and more in a position to improve our programming in accordance with the original plans."

Constant Companion

TO EMPHASIZE that people do a great many things while they listen to radio, WWPA Williamsport, Pa., ran a "Radio Month" contest, airing four announcements each day which asked what listeners were doing at the time. Winners of three radios were a man who wrote a poem telling how he was helping his wife wash dishes at the time; a 13-year-old who rigged a recorder to catch two CBS mystery programs (he also caught the contest announcement) while he attended a Scout meeting (he heard them the next day), and a woman who was feeding a new-born piglet.

KCEB TV

* SETS the PACE...

in TULSA'S "BILLION DOLLAR" MARKET!

Affiliated with
NBC — DUMONT
Full Time
Network Facilities
PROGRAMS OF OTHER NETWORKS
ACCEPTED ON THE BASIS OF AVAILABILITY

*ARB March-April UHF-VHF Penetration Report states that Tulsa is the first dual market in any ARB study to have a conversion as high as **17.7%** before going on the air. Also the first market to have a conversion as high as **25%** after less than one month's operation.

★ Tulsa's most powerful station
KCEB TV channel 23

GET ROLLING CALL

Represented By
THE BOLLING COMPANY
New York — Chicago — Boston — Los Angeles — San Francisco

STORER REALIGNS ITS WAGA-AM-TV

REORGANIZATION of top personnel at Storer Broadcasting Co.'s WAGA-AM-TV Atlanta to separate radio and tv functions was announced last week by Stanton P. Kettler, southern district vice president of Storer.

Mr. Kettler said Glenn C. Jackson continues as managing director of both the radio and tv stations while Claude Frazier has been promoted from sales manager to manager of WAGA radio. John W. Collins has been elevated from television sales manager to manager of WAGA-TV.

MR. FRAZIER

MR. COLLINS

MR. HENRIKSON

MR. NAYLOR

Les Henrikson, former sports director for radio-tv, becomes program director of WAGA radio, and Don Naylor, formerly in radio programming, was named program director and film buyer for WAGA-TV.

Mr. Frazier, in radio 24 years, at one time was manager of WROL Knoxville. Mr. Collins joined Storer in 1950 after advertising work with the Atlanta Constitution and other newspapers. Mr. Henrikson, formerly with KOVO Provo, Utah, went to Atlanta last year. Mr. Naylor joined WAGA in 1950 and has been in radio 22 years.

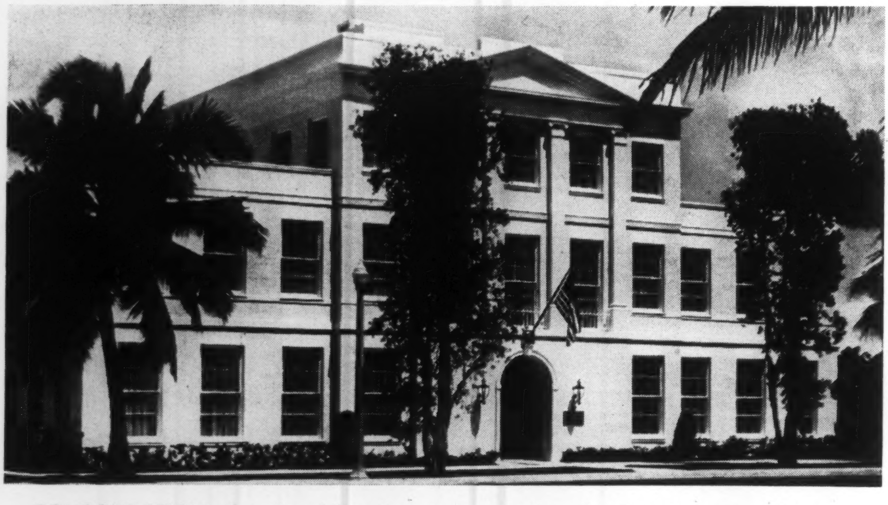
WCPO-TV Seeks Opinion Of Audience on Atomic Show

WCPO-TV Cincinnati last week asked viewers to help it reach a decision on telecasting of the May 18 ABC-TV Motorola program dramatizing atomic attack on this country. The station has asked the network for opportunity to review the script before making a final decision, according to Mortimer C. Watters, WCPO-AM-TV general manager.

The atomic problem caused a major stir in Cincinnati last fortnight after WCPO-AM-TV announced they would not carry an all-station civil defense simulcast on atomic attack. WCPO contended the script was "sensational" and of the "Orson Wells" type, likely to frighten persons picking up the program after it was underway.

Mr. Watters said WLW, which had prepared the script, was told in advance WCPO would not carry the program unless modified in view of the touchy situation centering around the subject of atomic attack. The simulcast brought calls to WCPO, newspapers and city officials, he said, bearing out WCPO's fears that people would be terrified.

R. E. Dunville, president of the WLW stations, charged in a letter that WCPO had been "negligent" in the planning and had acted unwisely in withdrawing.



CONSOLIDATION of national headquarters operations for the Storer Broadcasting Co. into a new three-story building at 1177 Kane Concourse, Miami Beach, was to be completed today (Monday) with arrival of finance division staffers from Toledo.

The new Storer building is situated on an island in Biscayne Bay, midway between Miami and Miami Beach, and near the legal residence of its president, George B. Storer, on Indian Creek. The air-conditioned structure has 14,000 square feet, contains 46 offices and conference rooms, and includes a private dining room.

The headquarters brings under one roof operations previously divided in Miami, Toledo and Birmingham, Mich., offices.

Competing WABD (TV), WINS To Boost Each Other's Shows

PLANS were announced last week by WABD (TV) New York and WINS New York for a cooperative promotional arrangement under which the radio and television stations will promote the programs and personalities of one another during non-competitive time.

NORMAN KNIGHT (l), station manager of WABD (TV) New York, DuMont's key station, and Robert J. Leder, vice president-general manager of WINS there, owned by Gotham Broadcasting, sign an agreement to promote each other's programs and personalities during non-competitive time periods.

Details of the cross-promotion, which will take effect today (Monday), were announced by Norman Knight, station manager of WABD (TV), and Robert Leder, vice president and general manager of WINS. The stations are separately owned and operated, with WABD (TV) owned by DuMont Television Network and WINS by Gotham Broadcasting Co.

The joint agreement provides for promotion by WINS of night-time programs of WABD (TV) during the hours of 6:30-8:30 a.m., EDT. In return, WABD (TV) will devote air time in the evening for such WINS morning programs as *Bob & Ray Show*, *Peter Roberts News Show* and *Listen to Lacy*.

L. A. Commission Approves Palsy Telethon Despite Ban

DESPITE its recent ban on tv charity telethons, the Los Angeles City Social Service Commission has approved a fund-raising telecast by United Cerebral Palsy of Los Angeles County on KABC-TV that city, starting at 11 p.m. May 21 and continuing through the following day as part of a 30-day campaign now underway. Theatre Authority, which clears all talent and had also protested against telethons, sanctioned the tv appeal.

Mrs. Evelyn Spaulding, general manager of the Social Service department said that while the commission has adopted an anti-telethon attitude, it can't ban them outright unless sponsoring organizations fail to meet certain requirements. The edict [B•T, April 5, March 29] resulted from "grave abuses."

Niagara Now WGR Corp.; Personnel, Plans Set

NIAGARA Frontier Amusement Corp., Buffalo, with acquisition of the WGR Broadcasting Corp. May 1, has changed its name to WGR Corp. and has named Headley-Reed Co. as national sales representative for WGR-TV and Free & Peters Inc. to represent WGR-AM nationally, George F. Goodyear, president, has announced. FCC approval of the name change has been asked.

Appointments following those of Joe J. Bernard as general manager of WGR-AM-TV and Nat L. Cohen as station manager of WGR-AM [B•T, May 10], also were announced.

They are Karl B. Hoffman, named as engineering manager of WGR-AM-TV; Eugene R. Kirshenstein, appointed chief accountant of WGR-AM-TV; Robert J. Strigl, retained as WGR-AM program director, a position he has held eight years; Walter L. Amidon, formerly traffic chief for WGR, appointed to a similar position for WGR-AM-TV, and Ross H. McPherson, formerly WGR publicity and promotion director, who becomes public relations director for WGR-AM-TV. O. C. B. Howard previously had been announced as WGR-TV program director, Mr. Goodyear said.

WGR-AM is expected to complete the move of its studios and offices about June 1 to the space formerly occupied by WBES-TV in the Hotel Lafayette penthouse. The WGR-TV transmitter and antenna tower also will be situated at this point, Mr. Goodyear said.

The WGR Corp. president said work will begin shortly on extensive alterations of the building at 184 Barton St., which will house WGR-TV studios and the corporation's executive offices. A starting date for WGR-TV programming can be announced as soon as RCA tv gear and Vidicon projectors are installed.

KIMN
KEY STATION INTERMOUNTAIN NETWORK
FORMERLY KFEL RADIO
KFEL
BROADCASTING SYSTEM

THE "KIMN" sign goes into place following the sale last month of KFEL Denver to KIMN Inc. Changing the emblems are (l to r): Collin W. Lowder, vice president and general manager; Ken Palmer, regional sales representative in Denver for the Intermountain Network, and John McEniry, KIMN commercial manager. Head of the new company is A. L. Glassman, owner of KLO Ogden, Utah, who in 1939 organized the Intermountain Network. KIMN will serve as the "control point" for the origination and switching of Mutual and Intermountain programs.

Somson Heads Two Units Of Crosley Broadcasting

APPOINTMENT of H. S. (Bert) Somson as executive vice president in charge of Crosley Broadcasting Corp.'s WLW Promotions Inc. and Olympus Film Productions Inc., was announced by Crosley President R. E. Dunville last week in his revelation of expansion plans for the two corporate divisions to provide more extensive advertiser services.

Previous enhancement of service to advertisers had been announced jointly by Crosley and NBC Spot Sales earlier in signing a reciprocal sales agreement [B•T, April 26].

An increased budget for WLW Promotions Inc. and plans to double its former size were reported by Mr. Dunville. WLW Promotions includes the Talent, Penny's Pantries and Car Card Advertising subdivisions. He said overall additions to country and western talent had been made by WLW Promotions and "the present complement of talent in this category is greater than any station in the country, and allows us to offer advertisers and their audiences, the ultimate in entertainment of this sort."

He said Olympus Films' production of commercial and industrial syndicated films for tv and of "low-cost television commercials for sponsors" will be stepped up.

Mr. Somson, described as a veteran of 30 years in motion pictures, radio and tv, formerly was president of Famous Features Motion Pictures, Hollywood, and president of Premier Radio Enterprises.

He will be assisted by James B. Hill, present vice president and general manager of Olympus Film Productions, Mr. Dunville said.

IF
you want increased SALES!
you want creative SELLING!
you want a representative with SALESMEN!

Then you have 3 reasons why you should see

GEORGE W. CLARK, Inc.

At the NARTB

now representing

RADIO STATIONS
KYA—San Francisco
KGA—Spokane
WRFD—Columbus
WIBX—Utica
WNAM—Neenah
WFOX—Milwaukee
KCOH—Houston
KWBB—Wichita
KAYO—Seattle
WMAM—Marinette
WMIN—St. Paul
WWEZ—New Orleans
KSKY—Dallas
WCLO—Janesville
WGEZ—Beloit
WOL—Washington, D. C.
KFGO—Fargo
Evergreen Group—
State of Washington

TV STATIONS
WTVP-TV—Decatur
WMBV-TV—Green Bay Area
WATR-TV—Waterbury
WNAM-TV—Appleton

offices in principal cities

Convention Headquarters Suite 939-40, Morrison Hotel

Hear Some Evil

AN 8 a.m. newscast on KOL Seattle aided in the arrest of a robbery suspect who later confessed 13 other such crimes in the Seattle and neighboring Portland, Ore., areas.

The newscast, *The Blue Streak Bulletins* broadcast by remote line from KOL's news bureau in the Seattle *Post-Intelligencer* building, gave a description of a robbery suspect believed guilty of a holdup of Seattle's Georgian Hotel the night before. Two citizens, who listened to the newscast, reported later that morning to detectives the whereabouts of a man who fitted the KOL description. This resulted in the arrest of the man, who confessed to the other robberies.

Police Chief H. J. Lawrence and Detective Division Chief V. L. Kramer conveyed their thanks for a "nice assist" to Archie Taft Jr., KOL general manager.

WUSN-TV Names H-R Tv; WUSN, H-R Representatives

APPOINTMENTS of H-R Television Inc. as national sales represetative of WUSN-TV Charleston, S. C. and of H-R Representatives Inc. for WUSN Charleston were announced last week by J. Drayton Hastie, president and general manager of Southern Broadcasting Inc., owner and operator of the stations.

WUSN-TV (ch. 2), which is scheduled to begin commercial operations about Sept. 26, will be affiliated with NBC and DuMont, Mr. Hastie said. WSUN is a Mutual affiliate.

Philip D. Porterfield, formerly with NBC and WOR-TV New York, has been named general sales manager for the corporation. He will commute between Charleston and New York, where he will make his headquarters at the H-R offices, 380 Madison Ave. James S. Sayres Inc., Atlanta, will handle regional sales for both stations in the Southeast area.

STATION PEOPLE

James E. Conley, account executive, The Bolling Co. Chicago office, appointed regional sales manager, WISH-AM-TV Indianapolis.

William E. Nichols, sales staff, KFRC San Francisco, appointed sales manager, succeeding the late Merwyn McCabe. [B•T, May 10].

MR. NICHOLS

Robert F. Klein, account executive, KCOP (TV) Hollywood, to KNGS Hanford, Calif., as general manager.

William H. Weaver, account executive, KROY Sacramento, named sales manager, succeeding the late **Joseph E. Hinman; Larraine Quinlan,** formerly head of Pacific Market Research, S. F., and **Neal Fortuin,** account executive, KXOC Chico, to KROY, as account executives. **Patricia Thiebaud** to KROY as sales service director.

Robert Struble, formerly branch manager and sales manager for manufacturing firms, appointed sales manager, KXLY-AM-TV Spokane, Wash.

John J. Signor, formerly of Raymond Rosen Co., distributor, appointed advertising and sales promotion manager, KYW Philadelphia, succeeding Paul I. Woodland, named to head promotion activities for Steinman Stations, headquartered in Lancaster, Pa. [B•T, April 26].

MR. SIGNOR

James Rogers, account executive, John Blair & Co., L. A., to KLAS-TV Las Vegas, as sales manager.

John F. Crohan and **Frederick P. Grady,** appointed program director and sales manager, respectively, WICE Providence, R. I.

Walter Lake, account executive, KSDO San Diego, reassigned to Los Angeles, as manager in charge of regional and national sales.

Allan Page, commercial manager, KRGV-AM-TV Weslaco, Tex., to KANS Wichita, in same capacity.

MR. PAGE

George Cordes, general accountant and credit manager, WOR-AM-TV New York, assigned to recording div., as account executive.

R. E. Misener, account executive, James Lovick Adv., Toronto, appointed assistant manager, CFCF Montreal.

John E. Buzby, formerly with Buchanan-Thomas Adv. Co., Omaha, named assistant sales director for regional sales, KWWL-AM-TV Waterloo, Iowa, and for local sales, KWWL.

J. Conrad Jacobs, former retail advertising salesman, Washington (D. C.) *Daily News,* to commercial dept., WWDC Washington, as account executive.

Paul H. Martin, sales manager, KFXM San Bernardino, Calif., to Don Lee Broadcasting System, Hollywood, as account executive.

James M. Henneberry appointed publicity and sales promotion director, WICS (TV) Springfield, Ill.

Charles Vance, director, American Theatre Wing, N. Y., to KCOP (TV) Hollywood as producer-writer. **Rita Burton,** program dept., named assistant director of sales, promotion and publicity.

Carl Tibbetts, announcer-producer, WSB-TV Atlanta, Ga., named production manager, WATE-TV Knoxville, Tenn.

J. W. R. Graham, formerly assistant supervisor farm and fishery broadcasts, CBH Halifax, named assistant tv director, CBLT (TV) Toronto.

Jack Stewart, news director, WADK Newport, R. I., appointed public relations director for that city, continuing in his radio capacity.

Buddy Starcher, manager, WESC Greenville, S. C., named executive consultant, WMIE-AM-TV Miami, WOBS-AM-TV Jacksonville, both Fla., WLBS Birmingham, Ala., and WKTG-AM-TV Thomasville, Ga., headquartered in Miami.

Earle Greer, engineering staff, KCBS San Francisco, and **Patsy Batchelor,** to KEEN San Jose, Calif., as chief engineer and traffic manager, respectively.

Edward J. Breen, formerly with the Massachusetts Life Ins. Co. New York office, to sales staff, WTRI (TV) Schenectady.

George Carter, formerly with WHAT Philadelphia to sales staff WIP same city.

Jerry Lee, commercial manager, KBTV (TV) Denver, to sales staff, KABC-TV Los Angeles.

Ray M. Neilan, announcer, WKNB New Britain, Conn., named program director.

Jack Stratton, former Oklahoma field representative to National Cotton Council, named assistant director, farm service dept., WKY-TV, Oklahoma City.

John E. McCarthy, formerly announcer and studio manager, WXYZ-AM-TV Detroit to WPIX (TV) New York, as a staff announcer.

Don Stevens, program director, WAAB Worcester, Mass., to news staff, WTAG same city.

Carl Yocum, announcer, KXOA Sacramento, to KROY that city, in similar capacity. **A. E. Nicholson,** disc m.c. KXOA *Nick the Nickel,* adds similar duties KROY *Records N' Stuff.*

Don Nairn, Northern Broadcasting Co., Toronto, to announcing staff, CHUM same city.

Warren Clark, formerly with KFXJ Grand Junction, Colo., to KGLN Glenwood Springs, Colo., as announcer-salesman.

Norman Ross to staff, WSYR-TV Syracuse.

Jimmie Atkins, hillbilly disc m.c. and host of *Uncle Jim Show,* WLBS Birmingham, Ala., moves with show to WBRC same city.

Frayn Utley, wife of NBC Commentator **Clifton Utley,** and conductor of own program on WMAQ Chicago, to receive citation from National Conference of Christians & Jews for leadership in human relations at luncheon in her honor May 25.

Kevin Kennedy and **John Palmer,** sportscasters, WPIX (TV) New York, spoke at the annual awards dinner of Iona College, New Rochelle, N. Y.

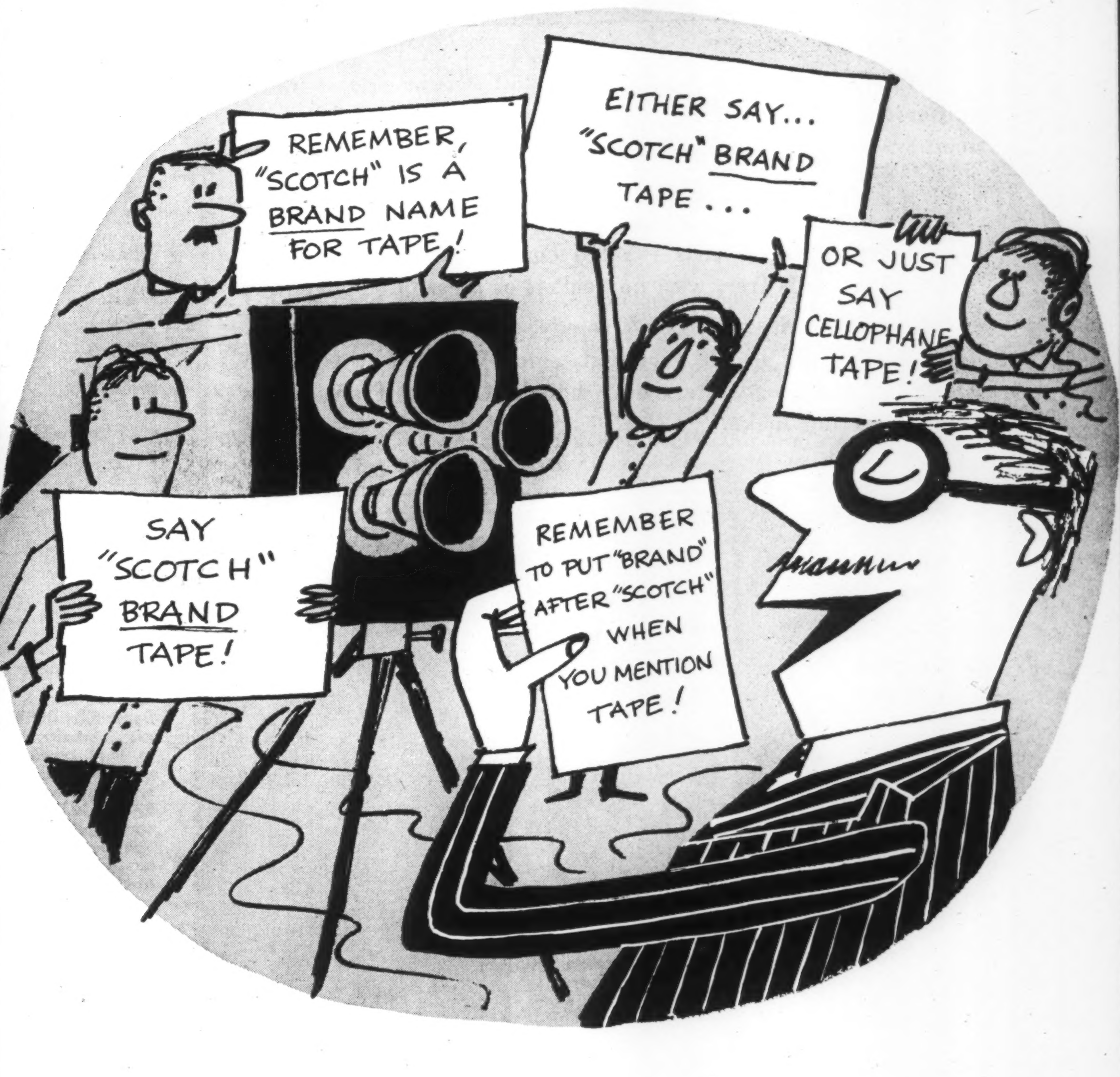
Bob Bradley WLOL Minneapolis, voted best disc jockey in area by Twin Cities ad club and AFTRA at Ad Club Award luncheon.

Sterling Quinlan, vice president in charge of ABC o&o WBKB (TV) Chicago, father of boy May 11.

Pete Peterson, production manager, WNAX Yankton, S. D., father of boy, Jon Cotton.

Norman Bacon, program director, KVTV (TV) Sioux City, Iowa, father of girl, Nancy.

John Alexander Read, 30, production manager, CKFH Toronto, died May 4 after a brief illness.


REMEMBER, "SCOTCH" IS A BRAND NAME FOR TAPE!
EITHER SAY... "SCOTCH" BRAND TAPE...
OR JUST SAY CELLOPHANE TAPE!
SAY "SCOTCH" BRAND TAPE!
REMEMBER TO PUT "BRAND" AFTER "SCOTCH" WHEN YOU MENTION TAPE!

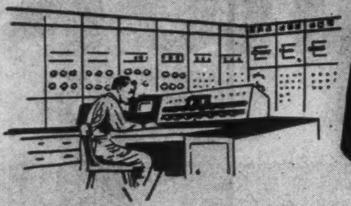
NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul 3M COMPANY Minnesota

DESIGNED FOR THE

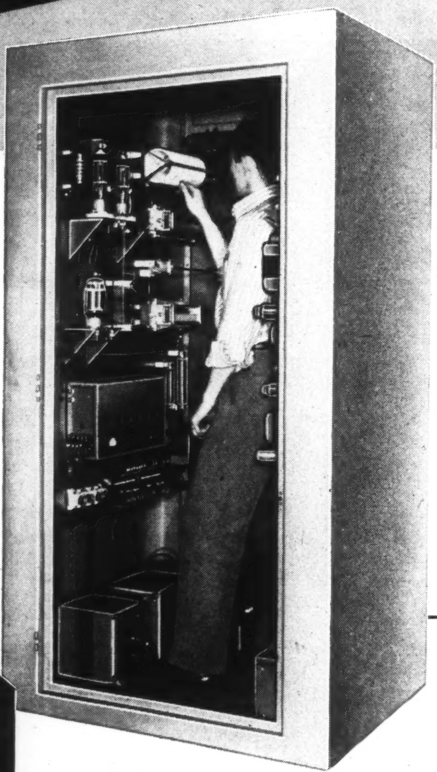
Engineer



GATES BC-250GY is a big, roomy 250 watt broadcast transmitter that satisfies every engineer's requirements for component accessibility—easy servicing. In this "walk-in" transmitter any part can be reached in seconds!

This freedom from cramping means extra dependability, too, because bigger parts — rated conservatively — are used. Air circulation is free, with no pockets or areas of stagnant air.

The popularity of GATES' roomy, easy-to-service construction is apparent in the fact that, since World War II, more United States broadcasters have bought GATES Transmitters than any other make.



GATES GY-48 Broadcasting's only complete 250 watt radio transmitting plant, ready to connect to antenna and studios. Consists of transmitter, all monitors, limiting amplifier, switching panel, monitor speaker, joiner strip with call letter plate and all interconnecting cables. — Ready to operate 120 minutes after unpacking.

BC-250GY TRANSMITTER
Stands 78" high, 40" wide and 33" deep. Beautifully finished in hand-rubbed satin gray. Employs time proven 810 tubes in final power amplifier and Class B modulator. Eleven tubes and six tube types in entire transmitter. Operates from 230 volts single phase 1.6KW power consumption at 100% modulation. All transformers fully cased. Single or dual sets of tubes and crystals optional. Availability prompt.

WELCOME NARTB VISITORS
Those attending the NARTB convention in Chicago, May 23-27 are cordially invited to visit the Gates booths, Exhibition hall, 4th floor, Palmer House.

GATES

GATES RADIO COMPANY
Manufacturing Engineers Since 1922

QUINCY, ILL., U. S. A.

Houston, 2700 Polk Avenue
New York, 51 East 42nd Street

Washington, D. C., Warner Bldg.
Los Angeles, 7501 Sunset Blvd.
New York, International Div., 13 East 40th St.

Atlanta, 13th & Spring Sts.
Montreal, Canadian Marconi Co.

features

The feature section this week is devoted to the plans being made by the equipment and service exhibitors at the NARTB convention. Summaries for each company appear in alphabetical order. A complete index, by company name, may be found on page 82.

CONVENTION EXHIBITS TO REFLECT RADIO-TV GROWTH

ONE YEAR of radio and television progress—a year marked by introduction of many new devices and processes—will be depicted for NARTB delegates at the annual convention starting Sunday at the Palmer House, Chicago.

With the growth of television and the arrival of commercial color, broadcasters will find on display many types of equipment never before shown at an industrywide meeting. Some individual exhibits will contain equipment running into millions of dollars in value, with high-power tv transmitters and color systems certain to attract wide interest.

Complete color television studios and transmitters will be shown in operation by exhibitors in the fourth-floor Exposition Hall of the Palmer House. Color transmissions will be confined to receivers located in adjacent viewing rooms and they will not go on the air.

Heavy equipment will be located in the fourth-floor Exposition Hall with light gear and industry services maintaining reception suites and exhibits will be located on the eighth and other floors in the hotel.

The film exhibits will surpass those of past years, in line with expansion of the television industry and the growing demand for recorded program material.

In all, a hundred associate members have exhibit and reception facilities this year. In charge of the convention management is C. E. Arney Jr., NARTB secretary-treasurer. Arthur C. Stringer, veteran manager of industrial exhibits, is in charge of the show. He has filled this post for a decade-and-a-half. The exposition comprises one of the nation's largest industrial shows.

Major production and sales units in the equipment industry are displaying their wares at the Palmer House. First shipments of equipment started arriving Sunday, May 9, when the RCA trucks were unloaded at the hotel.

Remote Equipment Under Scrutiny

Although large numbers of new and improved tv equipment items will be shown, aural broadcasting again will be well represented. Several new types of transmitters said to embrace improved techniques are to be shown. Among them will be 50 kw gear. With FCC having permitted use of remote transmitter operating devices, manufacturers will show their latest items. The subject of remote control techniques will receive careful attention at the annual Engineering Conference to be held simultaneously with the NARTB management meetings.

Again uhf transmitting apparatus will draw attention from delegates. One manufacturer will have a 12½ kw uhf transmitter, capable of transmitting in both monochrome and color. Judging by advance word, manufacturers have not yet developed uhf transmitters with power matching the vhf types. Major firms in several cases will include 50 kw vhf transmitters. Another will have a 1 kw uhf transmitter with a 12 kw amplifier.

As was the case last year, tv cameras will be prominent at the exposition. Remote control equipment has been improved and cameras are being refined both as to size and efficiency. Color cameras will command attention this year and they will be shown stripped to permit examination of their details.

Every convention brings new types of microphones and the current one will be no exception. Several miniature types will be on display, one of which is titled "Lipstick."

Many of the exhibitors will have novelty giveaways for delegates. Besides gimmicks, some will award such practical items as tv receivers at drawings.

Some of the film exhibitors will have talent on hand to greet delegates. The package and library firms are developing new promotion methods and some will unveil new package programs for delegates.

Exhibitors Are Varied

The list of exhibitors includes an insurance firm writing group policies covering tower and other types of coverage. The group policies were developed with NARTB endorsement.

The usual list of less colorful but practical items includes relays, enclosures, transmission lines, cables, tower lighting, monitors and control units. These exhibits always draw interested observers, particularly among the engineering delegates. Facsimile service will be demonstrated, featuring high-speed transmission.

Tv lighting firms will show their newest lines. These reflect the lessons learned in more than six years of experience. Firms supplying other studio equipment will demonstrate improved equipment. This will include background libraries for special effects and special apparatus to project the backgrounds.

Tower manufacturers will show miniatures and photos of their lines. One firm will build an exhibit around a 1,500-foot tower scheduled for autumn erection. Many types of vhf and uhf antennas will be shown. New tv recording apparatus, high-fidelity audio recorders and perfected tape equipment will be displayed, some items for the first time.

Following custom, some of the NARTB associate members will confine their convention activity to entertainment suites. Major networks and station representatives will have headquarters in the Palmer House.

In the columns that follow are summaries of equipment and service exhibits, with lists of personnel at each exhibit. The summaries are based on material supplied B•T by individual exhibitors.

N·A·R·T·B·

Summaries of NARTB exhibits will be found on the following pages:

Exhibitor	*Page No.*
ABC Film Syndication	82
Adler Communications Labs	82
A. & W. Alexander Productions	83
Alford Mfg. Co.	83
Allied Radio Corp.	83
Altec Lansing Corp.	83
American Telephone & Telegraph Co. Long Lines Dept.	83
Ampex Corp.	83
Andrew Corp.	84
Associated Press	84
A-V Tape Libraries Inc.	84
Berlant Assoc.	84
Blaw-Knox Co.	84
Caterpillar Tractor Co.	84
CBS Television Film Sales	84
Century Lighting	84
Collins Radio Co.	85
Conrac Inc.	85
Continental Electronics	85
Dage Electronics Div. of Thompson Products Inc.	85
Allen B. DuMont Labs	85
Electro-Voice Inc.	85
Elgin Metalformers Corp.	86
Federal Telecommunication Labs	86
Federal Telephone & Radio Co.	86
Flamingo Films	86
Gates Radio Co.	86
General Communications Video Audio Mfg. Engineers	86
General Electric Co.	86
General Teleradio Film Div.	88
Harry S. Goodman Productions	88
Gray Research & Development Co.	88
Graybar Electric Co.	88
Guild Films Co.	88
Harriscope Inc.	92
Hollywood Television Service	92
Houston-Fearless Corp.	92
Hufty, Eubank & Russell	92
Hughey & Phillips	92
Dresser-Stacey Co., Ideco Div.	92
International Business Machines Corp.	92
International News Service	92
Kalbfell Labs	92
Keystone Broadcasting System	94
Kliegl Bros.	94
Lang-Worth Feature Programs	94
C. P. MacGregor Co.	94
Machlett Labs	94
Minot Tv	94
MPTV Syndication Corp.	94
Musicolor	94
National Telefilms	94
NBC Film Div.	96
A. C. Nielsen Co.	96
Official Films	96
The Old Scotchman's Scrapbook	96
Phelps Dodge Copper Products	96
Philco Corp.	96
Prodelin	96
Radio Corp. of America	96
RadiOzark Enterprises	98
Raytheon Mfg. Co.	98
RCA Recorded Program Services—Thesaurus	98
Rust Industrial Co.	98
Paul Schafer Custom Eng.	98
Screen Gems Inc.	98
SESAC Inc.	98
Standard Electric Corp.	100
Standard Rate & Data Service	100
Sterling Television	100
Telechrome Sales Corp.	100
TelePrompter National Sales Corp.	100
Television Programs of America	100
Television Specialty Co.	100
Tel-Instrument Co.	100
Tower Construction Co.	100
United Television Programs	100
Unity Television Corp.	102
Willys Motor, Electronics Div.	102
World Broadcasting System	102
Ziv Radio Productions	102
Ziv Tv	102

List of exhibitors and description of displays is based on data available up to last Thursday. Others will have exhibitions in Chicago and such later information will be carried in the subsequent issues of B•T.

ABC Film Syndication Inc.

ABC Film Syndication, using Rooms 788-790, will exhibit its properties for the first time at the convention. Material displayed will include all the firm's properties: *Racket Squad*, 98 half-hour shows based on the activities of the police bunco squad, starring Reed Hadley; John Kieren's *Kaleidoscope*, 104 quarter-hours on the wonders of the universe with amusing narration by the famed *Information Please* wit; *The Playhouse*, formerly *Schlitz Playhouse*, 52 half-hour dramas featuring such stars as Joan Caulfield, Sir Cedric Harwicke, Joanne Dru, Ronald Regan and Ann Sheridan; a new series, *Passport to Adventure*, starring Cesar Romero as a diplomatic courier. Theme of the exhibit will be a school recess period with bulletin and blackboard displays, refreshments and special film showings.

Personnel:

George T. Shupert, president
Don L. Kearney, vice president in charge of sales
Lee Francis, promotion manager
John B. Burns, midwest sales manager
William B. Clark, western sales manager

MR. SHUPERT

MR. KEARNEY

Adler Communications Labs

ADLER Communications Labs and its television station equipment subsidiary, ACL Products Inc., will exhibit in Room 738.

A complete operating system of ACL's exclusive Electronic Video Crossbar switch gear for television station control will be on exhibition. The system will consist of an Electronic Video Switcher, Type VS-3A; Mixing Amplifier, Type VA-13; Clamp Amplifier, Type VA-12; Power Supplies, Type PS-12A; Control Panel, Type VC-1, and auxiliary equipment. All items are from regular production and are available on order for immediate delivery.

The new ACL Master Monitor will be another feature of the exhibit.

Audio control consoles, audio switchers and related audio control equipment also will be on view.

Personnel:

Ben Adler, owner and general manager
Carmen J. Auditore, project engineer, tv station systems
Leland J. Burnett Jr., engineer of tv station systems

• • • convention exhibitors

Louis Katz, project engineer, laboratory developments
Joseph Malin, product design engineer
Alfred Strogoff, asst. plant manager

A. & W. Alexander Productions Inc.

THE exhibit of A. & W. Alexander Productions will feature its package programs including such western features as *The Boss Lady* and *Renfrew of the Royal Mounted.* Headquarters will be in Room 799.

Personnel:
Arthur Alexander
Max Alexander
Larry Stern

Alford Mfg. Co.

HEADQUARTERS of Alford Mfg. Co., antenna manufacturer, will be in Room 719 of the Palmer House.

Personnel:
Andrew Alford, president

Allied Radio Corp.

RECEPTION rooms will be 751-2 at the Palmer House. Allied will promote the lines it handles as electronic jobbers.

Personnel:
Alex Brodsky
S. H. Levey
Leo Brook
Dave Kennedy
Dwight Smith
Lew Parsons
Doc Towler
Jack Threlkeld
George Kelly
Gordon Hough
Fred Kruse
Eugene Carrington

Altec Lansing Corp.

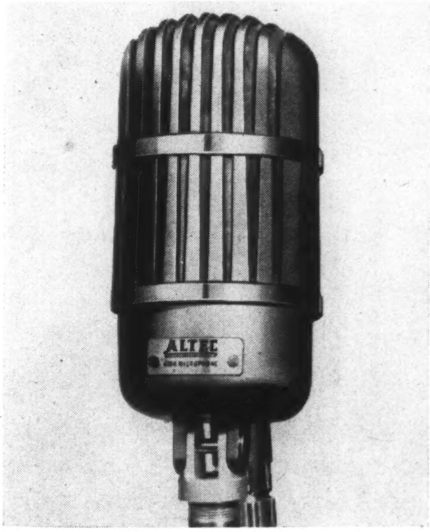
ALTEC LANSING, using space No. 12, will exhibit its new Cardioid 670 and the M20 "Lipstik" microphones, together with a complete line of speech input equipment, including two control consoles, remote mixers, recording amplifiers and monitor speakers.

Personnel:
H. S. Morris, product sales manager
A. A. Ward, executive vice president
William Johnson

American Telephone & Telegraph Co., Long Lines Dept.

BELL SYSTEM will have three exhibits on display in Space No. 8, showing the availability, dependability and economy of its services to the broadcasting industry. Attending the exhibits will be AT&T Long Lines Dept. and Illinois Bell Telephone Co. representatives. The first will use maps to show the rapid growth of Bell System network service lines since 1948 when 916 channel miles linked 12 stations in five cities to the present when 56,000 channel miles link almost 300 stations. The second exhibit describes radio relay, coaxial cable and local facilities which bring network programs to interconnected stations. The third shows the Bell System role in color tv. It will include equipment Bell installs on the tv station premises to give broadcasters an idea of the space needed for the equipment and to illustrate its operation.

THREE AT&T Long Lines Dept. officials, who will present Bell System exhibits at Booth No. 8 at the convention, inspect newly installed equipment in New York Long Lines Dept. building which automatically switches transmission channels whenever video picture starts to fade. They are (l to r): C. W. Floyd, eastern area commercial manager; F. R. MacFarland, New York division commercial manager, and M. G. Wallace, headquarters commercial operating engineer.



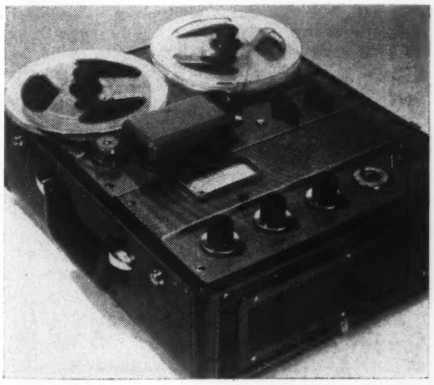
ALTEC LANSING's 670 Cardioid microphone, weighing 1¼ pounds.

Personnel:
Hal Carlson, Illinois Bell Telephone Co., Chicago
A. V. Danielson, AT&T Long Lines Dept., Chicago
C. W. Floyd, AT&T Long Lines Dept., New York
E. C. Laird Jr., AT&T Long Lines Dept., Kansas City
F. R. MacFarland, AT&T Long Lines Dept., New York
M. G. Wallace, AT&T Long Lines Dept., New York

Ampex Corp.

AN all-new professional recorder, weighing less than 28 pounds, will be the feature of Ampex Corp.'s exhibit.

Ampex expects the broadcast field to be one of the major markets for this new Ampex 600. Tapes recorded on an Ampex 600 are completely interchangeable and can be played back with no deterioration on any of the more elaborate studio Ampexes. It comes in a compact Samsonite luggage case, 8x14x17 inches. In addition to the usual Ampex specifications for 7½ inch tape speed (which meet NARTB primary standards), the new Model 600 also provides the broadcaster with two inputs—one for line and another for microphone. Each has its own level control so that the outputs of a studio line and a microphone can be mixed within the recorder.



NEW AMPEX 600 professional recorder weighs less than 28 pounds, can be used with line or microphone outputs.

Both recording and playback can be monitored either with headphones or by the VU-meter. Separate heads are provided for erase, record, and playback functions so that a program can be monitored during recording.

Also to be featured at the Ampex exhibit is the Model 350, the firm's newest addition to its line of studio recorders. A Model 352, a playback-only version of the 350, will also be on hand.

Ampex will occupy Room 750 and also will have equipment on display with Graybar on the main exhibition floor.

Personnel:

Harrison Johnston, general sales manager
Russell J. Tinkham, audio sales manager
E. L. Koller, midwest district manager
C. Arthur Foy, midwest district
Phil L. Gundy, eastern sales region manager
James A. Ford, advertising and sales promotion manager
Jack Dodge, advertising and sales promotion

Andrew Corp.

MR. BROWN

MR. LAMONS

ANDREW's exhibit, in Booth 3, will feature tv broadcast transmission line systems of vastly improved performance. Equipment in display includes: rigid copper coaxial line and copper clad steel waveguide, complete line of mitered elbows, dehydrating equipment and associated items. To be shown for the first time at an NARTB convention is Heliax, flexible air dielectric coaxial cable.

Personnel:

Dr. Victor J. Andrew, chairman of the board
R. P. Lamons, sales manager
J. S. Brown, director of engineering
John A. Estelle, assistant sales manager
Robert C. Bickel, sales engineer
Henry F. Miller, sales engineer

Associated Press

OLIVER GRAMLING, assistant general manager of Associated Press, will head the delegation presiding at Crystal Room headquarters in the Palmer House.

Other personnel:

J. R. Anderson
Paul B. Reining
Thomas E. Cunningham
J. Richard Eimers
Keith Fuller
Jerry Gill
Mark Knight
Robert Lee
Frank Stearms
Al Stein
Jerry Swisher
Jack Weldon

A-V Tape Libraries Inc.

A-V Tape Libraries will show its tape library of background music, program material on tape for radio stations, complete recording facilities for producing and recording radio programs, including tape duplicating, etc., in Room 725.

Personnel:

Jerome K. Levy
Ray Rand
Robert Winston

Berlant Associates

THE Berlant line will be shown in Room 775. Exhibits will include broadcast recorders, multichannel mixer, Concertone stereo-binaural and hi-fi recorders along with a complete line of tape-recorder accessories.

Personnel:

E. Berlant, president
Harlan Thompson, vice president
Edward A. Altschuler, sales manager

Blaw-Knox Co.

A PICTORIAL display of Blaw-Knox radio-tv tower installations will highlight the firm's exhibit at Room 754. Detailed photographs will be displayed of Blaw-Knox's latest tv tower installation in Dayton, Ohio, which the company claims is the tallest such tower in the world, 10,014 feet. Actual samples of materials used will be available.

Personnel:

Paul F. Vollmer, assistant advertising manager
A. H. Jackson, manager of tower sales
R. A. Troman, assistant manager of tower sales
William Roscoe, sales engineer

Caterpillar Tractor Co.

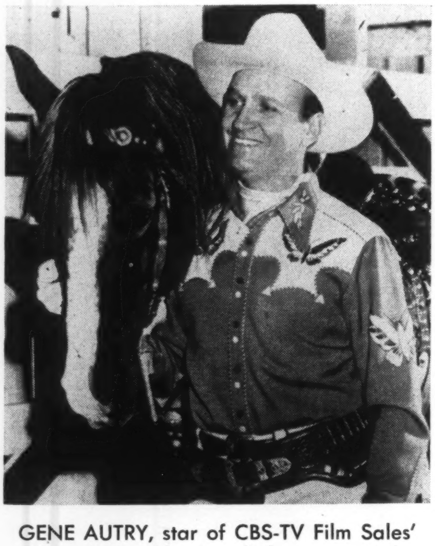
IN SPACE 5 of the exposition hall Caterpillar will show its generator sets, diesel-powered, for standby or permanent installation.

Personnel:

R. V. Bradley
J. G. Wilson
W. H. Hogan
Warren H. Rohrer
M. E. Fearis

CBS Television Film Sales Inc.

WITH exhibit headquarters in Rooms 783-784-785-786, CBS-TV Film Sales will have on hand top stars to entertain conventioneers: Gene Autry, Gloria Swanson, Tim Moore, Don Haggerty and Gail Davis. Promotional material will be displayed on *Annie Oakley, Crown Theatre With Gloria Swanson, Amos 'n' Andy, Gene Autry Show, Art Linkletter & the Kids, Files of Jeffrey Jones, Range Rider, Holiday in Paris, Cases of Eddie Drake, Hollywood on the Line, Varsity U. S. A., The Whisler, Newsfilm* and *Eye on the World.* New shows and plans to expand merchandising of CBS Newsfilm will be announced and models will distribute prizes, souvenirs and giveaway gimmicks. A motion picture studio will film tv station executives being interviewed by the stars and the film will be expedited to respective tv stations. Subscribers to CBS Newsfilm will receive at no extra cost (1) one-minute commentaries on current topics by CBS newsmen; (2) a weekly script for weekend roundup news shows reusing Newsfilm already supplied to stations, with instructions for recutting of footage; (3) a script for a quarter-hour *Newsfilm Quiz of the Week;* (4) opening and closing individual title of the station's Newsfilm show and other titles in montage with sound effects, station's call letters, sponsor's name and other copy as required; (5) maps of world trouble areas for on-the-air use.



GENE AUTRY, star of CBS-TV Film Sales' *Gene Autry Show,* will be among the firm's show stars who will greet conventioneers at Rooms 783-784-785-786.

Personnel:

Merle S. Jones, vice president, stations and general services, CBS-TV
Leslie Harris, vice president and general manager
Fred J. Mahlstedt, director of operations and production
Wilbur S. Edwards, general sales manager
Walter A. Scanlon, sales promotion manager
William Perkinson, Chicago office supervisor
Barr Sheets, Chicago office account executive
Sig Mickelson, news and public affairs director
Howard Kany, news and Newsfilm manager
Jack Bush, Newsfilm production and syndication manager
J. M. Connors, news and Newsfilm business manager
Richard Hyde, assistant chief engineer of Newsfilm
George Faber, Midwest Newsfilm manager, Chicago office
William Macy, Newsfilm sound engineer, Washington office
Robert Hess, Newsfilm cameraman, Washington office

Century Lighting Inc.

COMPLETE line of studio lighting and lighting control equipment will be displayed by Century Lighting Inc., including basic standard light instruments, electronic and transformer control systems, suspension batten system, remote-control light-directing design, complete line of electrical distribution components and accessories, and a new wireless microphone.

The microphone is called Port-O-Vox and was recently accepted by FCC for licensing. It is a small, portable, fm transmitter unit operating on a dry-battery power supply. It is licensed to transmit at 27.51 mc. Its advantages have been shown in the CBS *Person to Person* series. The electronic control system is the CI (Century-Izenour) all-electronic dimming and switching circuit used at CBS, DuMont and NBC stations and now being built for new NBC Burbank and CBS New York color studios.

A low-voltage light-control system capable of controlling pan, tilt, focus, raising and lowering, on-off switch and mechanical dimming (no voltage variation, thus no kelvin change) of individual lights up to 100 in number from a small, lightweight, portable console will be on exhibition. It resembles the 100-circuit system in NBC's 8G studio in New York.

A mobile-rail light suspension system features an aluminum T-rail device replacing the conventional and static batten or overhead grid design. By coupling two sections of rail, one floating, it is possible to shift a battery of lights from one end of the studio to the other end from a standing position on the studio floor. The mobile section also moves laterally or across the width of the studio which means a light may be pin-pointed in any position on the set. The low-price collapsible microphone boom and stand will be shown.

Personnel:
- Edward F. Kook, president, New York
- Ed Koehler, Chicago
- Henry Klopot, Los Angeles
- Charles Shevlin, New York

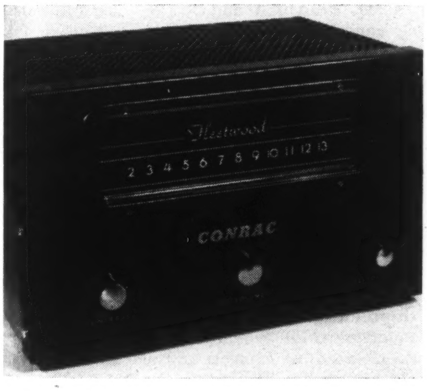
Collins Radio Co.

COLLINS will occupy Space 4 and is planning to exhibit its 21E/M broadcast transmitter, which ranges in power from 5.5 kw to 10.6 kw; its 20V one-kw broadcast transmitter; 212B studio console; 12Z remote amplifier; 37M series ring antenna, and, for the first time, its new tv microwave relay equipment.

Personnel:
- J. G. Flynn Jr., director of sales
- R. H. Hollister, industrial sales mgr.
- H. O. Olson, broadcast sales mgr.
- J. D. Phelan, Burbank
- G. T. Tasto, Burbank
- T. E. McConnell, Cedar Rapids
- Paul E. Condon, Cedar Rapids
- T. W. Sharpe, Dallas
- C. F. Seay, Dallas
- J. F. Stanbery, Knoxville
- E. S. Gagnon, New York
- W. A. Schrader, New York
- Robert D. Sidwell, Tallahassee
- C. M. Lowder, Cedar Rapids
- Ken Caldwell, Cedar Rapids
- Les Fisher, Dallas
- F. C. Dyer, Dallas
- Walter Kuehne, Dallas
- William Birdwell, Dallas
- P. Selby, Dallas

Conrac Inc.

TWO products will be displayed by Conrac Inc. First is the CB-17 Broadcast Monitor. Second, a new item in the line, is a television tuner, Model 650B. This unit, which contains 12 tubes and its own power supply, is designed for off-the-air montoring, video recording, and/or re-broadcasting. It supplies composite video and separate audio from off-the-air signals. It has many potential uses, since it successfully replaces a full television receiver by supplying an output which can be fed through normal switch gear and regular video lines to any existing monitor.



CONRAC's television remote tuner, Model 650B, also comes in a rack-mounted model.

Personnel:
- W. J. Moreland, president
- J. G. Jones, chief engineer
- R. M. Alston, sales engineer

Continental Electronics

CONTINENTAL, using Space No. 11, will display a new 50 kw am transmitter designated as Type 317, featuring modern techniques in circuit design. Continental's 1 kw uhf tv transmitter, Type 714, will be exhibited at the General Precision Laboratory space. Type 714 has a development called Frequilock designed to hold the frequency difference between the visual and aural carriers to a very close tolerance.

The new am transmitter incorporates many advanced developments and represents what is called the first brand new 50 kw unit offered to broadcasters in several years. It has compact design, simplicity of installation, low power consumption, and modern techniques in circuit design patterned after the 1,000,000 w equipments furnished to the Voice of America.

Basically the transmitter consists of a grounded grid high-efficiency linear power amplifier and associated equipment driven by a complete 5 kw or 10 kw transmitter. This arrangement makes possible economical, high quality "cut back" operation at either 5 kw or 10 kw output for stations running with reduced power at nighttime.

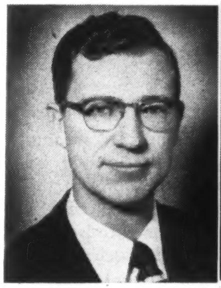
Personnel:
- James O. Weldon
- W. M. Witty
- Mark W. Bullock
- Lauren K. Findley

Dage Electronics Division of Thompson Products Inc.

THE DAGE Electronics exhibit will be in Room 765, with seven major items to be featured. These are (1) a color camera chain for color film, slides and sponsors' products (includes color camera, camera control, color monitor and power supply), price $11,000; (2) new Vidicon film chain with console housing for the camera control, complete with master monitor, for professional film pickup service in black-and-white production, $4,900; (3) complete operating microwave system with both picture and sound channels (operates in 2000 mc region), $5,950; (4) integrated camera-display card system; (5) new "citizens band" Walkie-Talkie unit the size of a telephone hand set, two unit package, $199.50; (6) new Dage rack mounted synchronizing generator using magnetic circuits "for complete stability," to be shown with color carrier generator; (7) new Dage "high quality, low cost" video monitor, featuring a 14-inch rectangular tube and 8 mc bandwidth, $399.

MR. LAHEY

Personnel:
- W. M. Jones, Thompson Products electronics division manager



MR. MEADOWS

MR. ALINSKY

- James L. Lahey, Dage electronics division manager
- F. D. Meadows, general sales manager
- J. W. Alinsky, chief design engineer
- G. H. Fathauer, chief development engineer
- E. D. Crowe, project engineer
- Harry C. Garba, design engineer

Allen B. DuMont Labs

DUMONT will present its color multi-scanner, described as having all of the operational advantages and economies of previous DuMont scanner systems. It also will introduce a new series 12000 vhf 50 kw tv transmitter which offers the tv broadcaster "amazingly economic operation at very low initial cost."

Other features of the 50 kw transmitter are described as simple dual-tube final amplifiers; simple component and circuitry design; open construction; accessibility; quiet operation, and small size.

Featured also in the exhibit will be the new DuMont color monitors; improved image orthicon camera chain; new Porta-Dolly Porta-Tripod and pneumatic-balance camera dollies; new television cueing device for prompting performers; new audio and video switching and mixing equipment; new nine-channel switch unit; video control equipment for both monochrome and color tv systems.

Personnel:

Communication Products Div.:
- H. E. Taylor Jr., division manager
- R. E. Kessler, assistant division manager
- F. S. Newman, advertising and promotion manager
- G. S. Gregory, engineering manager
- J. Ruston, transmitter development engineering
- R. Petruzzelli, studio equipment engineering
- E. Wald, customer service mgr.

Television Transmitter Dept.:
- J. B. Tharpe, national sales mgr.
- L. C. Radford Jr., eastern district mgr.
- H. Bloomberg, central district mgr.
- T. B. Moseley, southern district mgr.
- R. J. Myers, western district mgr.
- F. A. O'Connell, sales rep., eastern
- J. F. Becker, sales rep., central
- B. J. Klindworth, sales rep., central
- V. Russell, sales rep., southern
- G. Winston, sales rep., southern
- E. G. Gramman, sales rep., western
- L. Keyes, sales rep., western
- C. E. Spicer, sales operations mgr.
- J. Shearer, sales engineer
- W. Robinson, sales engineer
- R. B. Bollen, sales engineer
- J. Costello, sales engineer
- G. Wagner, sales engineer
- F. Bonvouloir, sales engineer
- J. Newton, sales engineer

Mobile Communications Dept.:
- C. J. Harrison, national sales mgr.

Research Div.:
- R. Cavanagh, circuit research director
- R. Tingley, color and video techniques mgr.
- J. Haines, senior electronic engineer
- R. Deichert, senior electronic engineer
- R. Casey, project engineer

International Div.:
- J. Morrisey, transmitter sales mgr.

Electro-Voice Inc.

ELECTRO-VOICE, manufacturer of broadcast and television microphones and accessories, will exhibit its equipment for the first time at an NARTB convention. The firm will introduce its new 666 Super Cardioid microphone, designed for rugged and economical use, and weighing only 11 ounces. Other products also will be on display and a condensed catalog

ELECTRO-VOICE's new 666 Super Cardioid microphone on desk stand.

with specifications of Electro-Voice's equipment will be available.

Personnel:

- A. M. Wiggins, vice president engineering
- L. LeKashman, vice president sales
- L. Burroughs, chief engineer
- W. F. Soules, jobber sales manager
- H. F. Souther, manager, reproducing components division

Elgin Metalformers Corp.

IN ROOMS 797-8 Elgin Metalformers Corp. will display its new line of standard enclosures, including control consoles and consolettes, instrument cabinets and vertical racks.

Personnel:

- James C. Wells
- S. K. Frankel
- Herbert C. Golz
- Lawrence J. Fay

Federal Telecommunication Labs

FTL exhibits will be in Booth 12 on the convention floor. The IT&T division will feature in its studio line the newly developed Vidicon film camera and a new station control unit which integrates many station functions at one point and under one operator. FTL's color generating equipment, developed during the past year, will be shown. FTL's vhf line will be represented by an 8.5-kw vhf transmitter and an entirely new 25-kw vhf amplifier. Uhf equipment will include a 1-kw visual transmitter and a newly developed 12.5-kw uhf amplifier. FTL's line of standard studio equipment also will be displayed.

Federal Telephone & Radio Co.

FEDERAL will display its transmitting and rectifying tubes during the convention.

Personnel:

- E. W. Butler, components sales manager
- W. C. Schmitt, sales manager, transmitting and industrial tubes
- D. C. Bradford, product manager, tube product line
- J. J. Kircher and R. W. Deutsch, sales engineers

Flamingo Films

PACKAGE films of Flamingo Films include *Beulah, Cowboy G-Men, Superman,* comics and many others. Headquarters will be in Room 791.

Personnel:

- Robert O'Brien
- Arthur Kalman
- Ira Gottlieb
- Sy Weintraub
- David L. Wolper
- Kenneth Roswell
- Fred Meyers
- Moe Morton

Gates Radio Co.

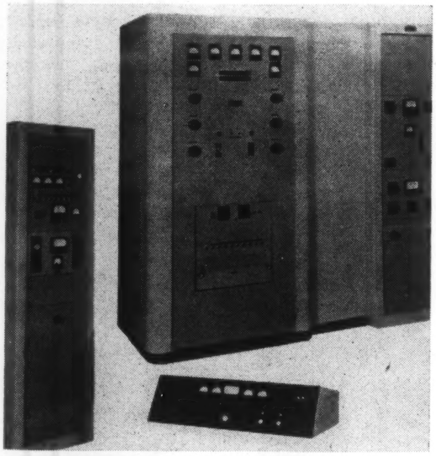
A completely remote controlled 250-w radio station actually operating and on the air working into a dummy antenna will be displayed by Gates. The remote controlled radio station is a brand new item in the Gates line. In this new product remote control is actually built into the 250-w BC-250GY transmitter and is an integral part thereof. A new combined remote control audio console is part of this package, and it is composed of a newly designed six-position studio console with remote control functions built in. The studio console has all the necessary meters and telephone dial right on the front panel, thus permitting the operator to dial the transmitter readings at the same time he is operating the audio controls.

A number of other new products will be displayed. Among them is the new Gates six-position deluxe audio console, called the Yard. The Yard is a new concept in speech input equipment, since it can be used for either permanent or portable service and is designed so that it and its associated desk can be easily transported by means of a canvas carrying case. The new Yard incorporates some unique electrical designs, among them the use of printed wiring on the preamplifiers and program amplifiers, and the use of plug-in monitoring amplifiers which eliminate the need for speaker muting relays, since the amplifiers themselves are muted by the direct action of the channel keys.

Another product to be shown for the first time is the new Dynamote portable four-channel remote amplifier. This new Dynamote incorporates the use of printed circuits for amplifier wiring, hinged VU meters, and light-weight construction. Without batteries it weighs 20 lbs. An exclusive feature is the interchangeable microphone connector plates, permitting any radio station to purchase the new Dynamote for use with Cannon, Hubbell, or almost any other type of connector.

Personnel:

- P. S. Gates, president
- L. J. Cervone, general sales manager
- Jack Colvin, director of engineering
- O. J. McReynolds, eastern zone manager
- Bob Ware, midwest sales engineer
- Stan Whitman, north central sales engineer
- Ken Neubrecht, Detroit sales engineer
- N. L. Jochem, sales department, Quincy
- J. R. Eickmeyer, sales department, Quincy



GATES RADIO Co.'s complete remote control 250 w station package will be shown under operating conditions at the convention. Studio remote control rack is at left; BC-250GY transmitter with built-in remote control at right, and specially designed combined audio and remote control console at bottom.

General Communications Video Audio Mfg. Engineers

GENERAL Communications' exhibit will be in Room 740, with reception headquarters on the eighth floor. Stressed will be manpower saving, error reducing and maintenance-free equipment, designed "from an operations standpoint." It will feature standard and package units which can be used in combinations for various requirements. Among these: "low cost pre-select program switching systems"; preselect lighting control systems; relay camera switching and dial operated monitor switching systems passing monochrome and color signals; individual regulated and master power supplies; new line of program and master monitors with "exceptional performance and a 'new look' in construction"; video mixing, clamp and distribution amplifiers, monochrome and color; plug-in audio amplifiers and tv audio consoles.

GENERAL Communications Sales Manager Earl D. Peterson (r) and Bill L. Dunbar, broadcast equipment, show part of GC's display, which will be in Room 740.

Personnel:

- E. D. Peterson, sales manager
- Bill L. Dunbar, broadcast equipment
- R. D. Francisco and R. W. Carlson, sales engineers
- C. H. Coleman, design engineer
- C. M. Trimmer, product engineer

General Electric Co.

GENERAL ELECTRIC will unveil a complete studio and station color tv system. Equipment will operate on a closed circuit to home receivers and station monitors located around the exhibit. The exhibit, occupying an area of 60 by 35 feet, will typify the tv station of tomorrow. Included among the components of the color system will be the CBS-developed, GE-produced single image orthicon tube, field sequential color tv camera; related "Chromacoder" used to convert signals from several field sequential cameras to the NTSC type of signal; a 2 x 2 scanner for color slides; a continuous motion scanner for 16mm color motion picture film, and a scanner channel which replaces the film camera normally used with black-and-white. Black-and-white equipment to be exhibited includes: a new "Vidicon" film chain; a 50 kw vhf high channel amplifier cavity, and a 12 kw uhf transmitter. A 20-page brochure titled "Steps to Color," together with complete information and specifications on all equipment in the exhibit will be available.

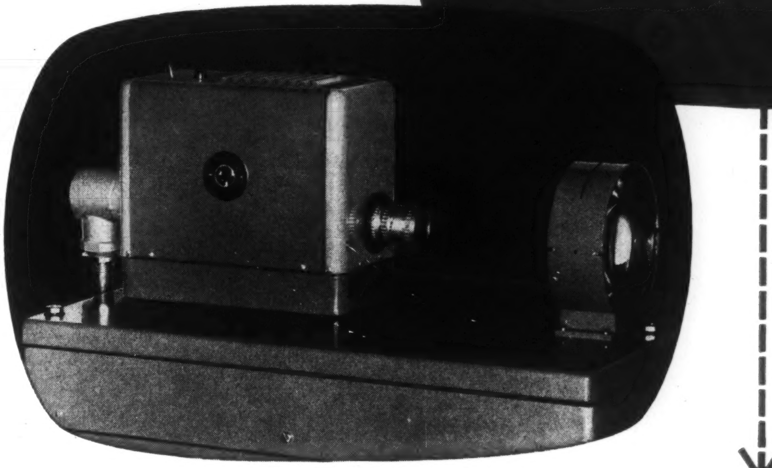
One of the highlights of the exhibit will be a continuous motion scanner system. This system, which represents both GE electronics developments and Eastman Kodak continuous motion projector developments, is designed to solve the color problems of registration, shading and splicing.

One secret of the continuous motion scanner

Your FILMS and COSTS BOTH LOOK BETTER

with the new

GPL VIDICON FILM CHAIN



- **Low first cost; low operating cost**
- **Operates unattended; frees studio manpower**
- **Photo-conductive tube**
- **Stable black level**
- **No shading correction required**
- **No back or edge lighting required**
- **Lowest "noise" level in television**
- **Easy to multiplex**

TWO MAJOR ADVANTAGES for station owners sum up the features of this new Vidicon Film Chain produced by GPL.

First, it sets a new high for quality.

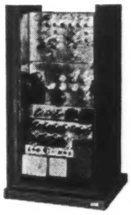
Second, it saves dollars. And more dollars.

It's built around a photo-conductive tube, with long-proven GPL circuits and construction techniques. It is compact, simple and rugged . . . easy to maintain, flexible for 4 *or more* multiplex combinations. All your existing projectors, monitors, master monitor and standard racks can be used. *A stable black level, and almost complete absence of spurious signals, eliminates the need of constant attention. You save man-hours that previously went into monotonous monitoring.*

This GPL chain has the lowest noise level in television. The grey scale reproduction is true. In all, with this GPL combination of both quality and economy, you can afford to retire your iconoscopes to slides. And, in equipping a new station, the GPL Vidicon is unmatched for value.

STATION OWNERS & OPERATORS

Test this GPL chain in your station, with your projectors and monitors . . . your operating conditions. See for yourself its almost automatic operation, its quality with all types of film. No charge, no obligation. Just write, wire or phone.



All components can be rack mounted in this space.

General Precision Laboratory

INCORPORATED

PLEASANTVILLE NEW YORK

GPL

Write, wire or phone for information on complete television station equipment

Regional Offices: Chicago • Atlanta • Dallas • Glendale, California

EXAMINING the model of General Electric's NARTB display are (l to r): Frank P. Barnes, broadcast equipment marketing manager; H. W. Morse, convention coordinator; Paul L. Chamberlain, broadcast equipment general manager; Charles J. Simon, broadcast equipment manager of product planning, and William J. Morlock, commercial equipment department general manager.

lies in the use of efficient mirrors which achieve a high light level. Even from films with wide density variations, the color picture delivered is rated highly satisfactory. The light source, a flying spot scanner, lends itself especially well to this purpose. Like the color modified black-and-white transmitters, this equipment is compatible, handling monochrome film too.

Personnel:
- William J. Morlock, commercial equipment department general manager
- Paul L. Chamberlain, broadcast equipment general manager
- Frank P. Barnes, broadcast equipment marketing manager
- Albert F. Wild, broadcast equipment manager of sales
- Charles J. Simon, broadcast equipment manager of product planning
- The complete staff of district broadcast equipment sales managers

General Teleradio Film Division

GT FILM DIVISION'S most impressive exhibit will be a package of 30 feature-length films "never before seen on television." These, the firm says, have 17 Academy Awards to their credit and cost $45 million to produce. Other products will include a new series of at least 13 half-hour mystery productions; at least 39 segments of the quarter-hour series, *The Greatest Drama;* a package of 26 quarter-hour animated fairy tales for children; upcoming packages of *Counterspy, We, the People,* and other properties. Headquarters will be in Room 739.

Personnel:
- Thomas F. O'Neil, president
- Dwight Martin, vice president
- Peter Robeck, sales manager
- Robert A. Schmid, vice president
- Francis X. Zuzulo, public relations
- John Begley, Max Bradbard, Arnold Kaufman and Robert Mamby

THEN New York Gov. Franklin D. Roosevelt confers the state's distinguished service medal on Admiral Richard E. Byrd in this 1930 scene from General Teleradio Film Division's *The Greatest Drama* quarter-hour series, to be among the firm's exhibits in Room 739 at the convention.

Harry S. Goodman Productions

HARRY S. GOODMAN PRODUCTIONS will present its radio-tv exhibition in Rooms 743-744.

For radio, the Goodman organization presents its new, exclusive "Double Exposure Plan." This plan assures radio stations of top-quality transcribed programs. All types of shows are incorporated in the plan—musical, mystery, adventure, drama, etc.

In addition, Goodman has a complete across-the-board mystery package that many stations are already broadcasting.

Goodman's new production, *Champs on Parade,* will appeal to any station broadcasting sports. Delievered on tape, *Champs on Parade* delivers interviews with the greatest names in all fields of sports. It is made in such a way that the local sportscaster can actually "conduct" the interviews. Goodman invites radio executives to "interview" such celebrities as Joe Louis, Gene Woodling, Barbara Ann Scott, Florence Chadwick, and others. The taped "interview" will be given free as a souvenir.

MR. GOODMAN

The Goodman organization also has a spot library suitable for every conceivable type of radio advertiser, and hundreds of transcribed programs of every type and length.

In Goodman's television exhibit, the accent will be on *Jump Jump of Holiday House,* a series of 65 quarter-hour children's programs produced on film in Hollywood. The syndication organization built the show with heavy emphasis on merchandising. Sponsors buy the merchandise at cost and use the items as self-liquidating premiums.

In addition to *Jump Jump,* Goodman is featuring *Washington Spotlight,* a news type quarter-hour program on film. Each film is current and moderated by the nationally syndicated columnist, lecturer and author, Marquis Childs. Series to date have been sold in 40 markets.

The Goodman organization also features syndicated spot announcements on film. The newest series is the *Bank Service Spots,* consisting of eight one-minute and eight twenty-second spots. Through special insert photography and custom sound track, Goodman makes the spots look tailor-made for individual banking and financial institutions.

Also on display will be syndicated *Beer Spots,* the famous *Weather Forecast Jingles,* now sold in over 75 markets, and numerous other series of attention-compelling syndicated spot announcements.

Personnel:
- Harry S. Goodman, head of the organization
- Everett F. Goodman, manager of radio division
- Hal Willis, midwestern representative

Gray Research & Development

REMOTE control of slide projectors will be the theme of Gray Research, when it introduces the Telop III, an automatic, remote control slide projector for 4 by 5" opaque slides and 2 by 2" transparency slides. The Gray 3B single lens "Telojector" for projection of 35mm transparent slides, features a new optical mixing system. It will be demonstrated with the new model 61A Moving Mirror Multiplexer and Camera Turret. Transcription arms and equalizers also will be displayed.

Personnel:
- Newland F. Smith, general manager
- Chester B. Hayes, general sales manager
- Chester A. Snow, assistant chief engineer

Graybar Electric Co.

GRAYBAR will exhibit jointly with its major equipment suppliers at Spaces 11 and 12 at the center of the exposition hall. Graybar also will maintain a hospitality suite at Rooms 726-727. Among items of equipment to be displayed are, for the tv minded, FTL's 1-kw uhf transmitter and 12.5-kw uhf amplifier; FTL's 19-C 8.5-kw vhf transmitter and 25-kw vhf amplifier; the Federal 105A Vidicon camera chain and FTL-110A master station control unit.

For am broadcasters, the new Continental Electronics Type 317 50-kw am transmitter, the first of which has been installed at WDIA Memphis, and is said to be the only commercial 50-kw one to utilize the advanced engineering principles developed by Continental in designing and making "megawatt" broadcast transmitters for the State Dept.

Machlett Labs will display its "ruggedized" power tubes for broadcasting and industrial use. In the audio field, Altec Lansing and Ampex join with Graybar in introducing several new products. Altec will present its new Model 670 Cardioid microphone, expected ultimately to supersede the Altec-Western 639-type Cardioid microphones, as well as the new Altec "Lipstik" condenser microphone.

These, reports Graybar, incorporate ideal properties of directive and non-directive response, respectively. Ampex will show several standard model tape recording-reproducing units and for the first time the Ampex Model 600, a new light-weight, low cost portable recorder-reproducer with "big recorder" performance.

Personnel:
- J. W. La Marque, general communications sales manager
- G. I. Jones, electronics sales manager, Graybar headquarters staff
- Other Graybar electronics sales managers from all parts of the country.

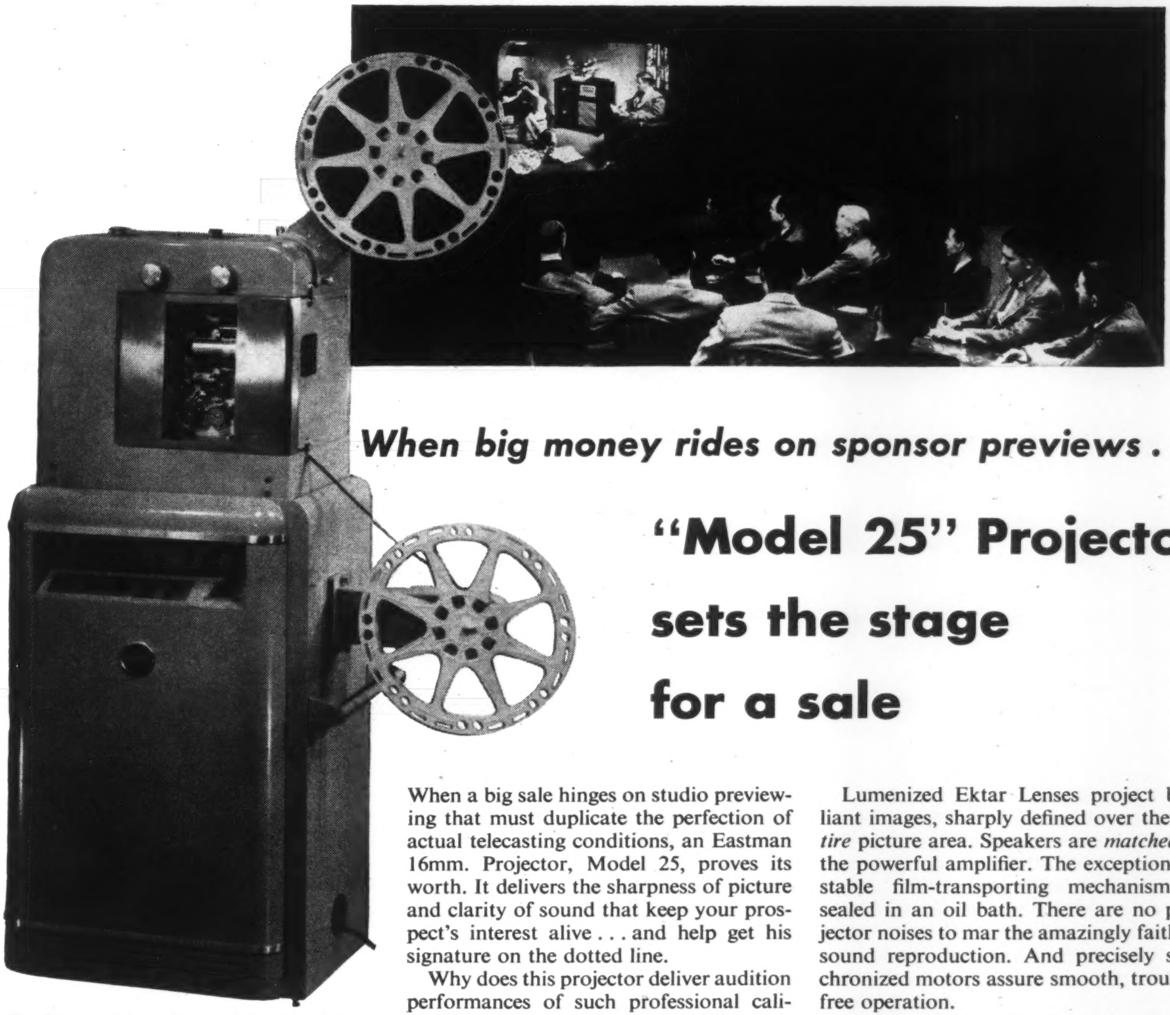
Guild Films Co.

MUSICAL half-hour tv program, the *Florian ZaBach Show,* will be shown for the first time in the Guild Films suite, 728-729 of the Palmer House. It is scheduled for fall release and is described as having novelties in programming, format and musical design.

Advance previews will be given of rushes of a second fall release, *The Frankie Laine Show,* starring Mr. Laine with Connie Haines. The new Liberace radio show will be auditioned. Special screenings will be held of sample films of the *Joe Palooka Story.*

Guild will give away a collectors' item, a souvenir record in which Betty White, star of *Life With Elizabeth,* will introduce four Guild Films artists — Liberace, Florian ZaBach, Frankie Laine and Connie Haines.

Personnel:
- Reub Kaufman, president
- Monroe Mendelsohn, sales promotion dir.
- Art Gross, client relations dir.



When big money rides on sponsor previews . . .

"Model 25" Projector sets the stage for a sale

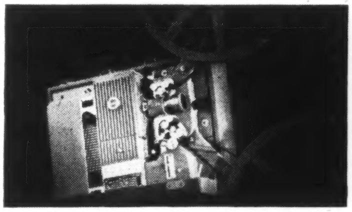
The Eastman 16mm. Projector, Model 25, is available with either arc or tungsten illumination. Tungsten model is illustrated.

When a big sale hinges on studio previewing that must duplicate the perfection of actual telecasting conditions, an Eastman 16mm. Projector, Model 25, proves its worth. It delivers the sharpness of picture and clarity of sound that keep your prospect's interest alive . . . and help get his signature on the dotted line.

Why does this projector deliver audition performances of such professional caliber? The Eastman Model 25 has the *identical* sound, optical, and mechanical components used in the superb Eastman Model 250 Television Projector!

Lumenized Ektar Lenses project brilliant images, sharply defined over the *entire* picture area. Speakers are *matched* to the powerful amplifier. The exceptionally stable film-transporting mechanism is sealed in an oil bath. There are no projector noises to mar the amazingly faithful sound reproduction. And precisely synchronized motors assure smooth, trouble-free operation.

A demonstration will show you why the Model 25 passes any audition test. Ask your Kodak Audio-Visual Dealer, or use the handy coupon for further details.



For your salesmen about town

Make previewing outside the studio easy for salesmen and prospects alike with an easy-to-carry 16mm. Kodascope Pageant Sound Projector. A Pageant is bound to give longer, trouble-free service without maintenance. It is the *only* 16mm. sound projector designed to eliminate the chief cause of projector breakdowns—under- or over-oiling. *Lifetime pre-lubrication* at the factory makes this possible. Six models to meet every individual need, priced from $375.

Makes tough jobs easy

Editing or writing narration for silent films is far easier with the 16mm. Kodascope Analyst Projector. Its heavy-duty reversing mechanism permits *instantaneous* and *repeated* reversing —without damage to film or projector. Its built-in Daylight Viewer lets you use the Analyst for desk-top film study as well as for standard screen projection. And its remote reversing switch provides full operating control, even at a distance from the projector. Price, $295.

Prices are subject to change without notice.

EASTMAN KODAK COMPANY

Dept. 8-V, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer and information on: 5-82

Eastman 16mm. Projector, Model 25 ☐
Kodascope Pageant Sound Projectors ☐
Kodascope Analyst Projector ☐

NAME____________________
TITLE____________________
COMPANY____________________
STREET____________________
CITY__________ (ZONE)
STATE____________________

Kodak

4 ways to

PHILCO CineScanner

The PHILCO 16mm CineScanner provides the finest film reproduction in either color or monochrome. 35mm model also available.

Broadcasters . . . here is the finest equipment available for color and monochrome film reproduction. Continuous film motion and flying-spot scanning techniques produce high-definition pictures with superb light values. Whether you plan to use slide and film in monochrome; or a versatile combination of film and slides in both color and monochrome, the Philco CineScanner gives longer film life and utmost dependability . . . *it's the only practical method for color!* For complete information, write to Dept.B-T today:

Check These **PHILCO** *Features*

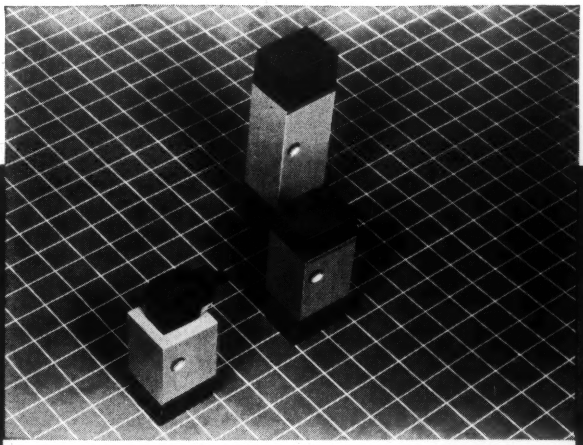
- Quiet, continuous film motion . . . no complicated intermittent mechanism to cause film wear and breakage.
- Cold light source . . . no film burning.
- Instantaneous run-up time with provisions for quick starts and stops . . . remote control available.
- Highest quality production in monochrome and color.

PHILCO CORPORATION

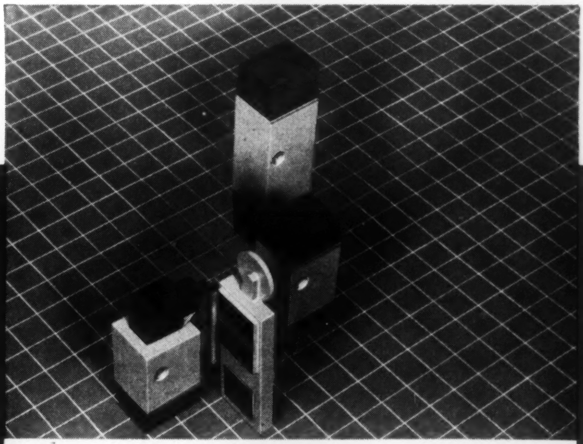
better TV film reproduction!

with the new PHILCO

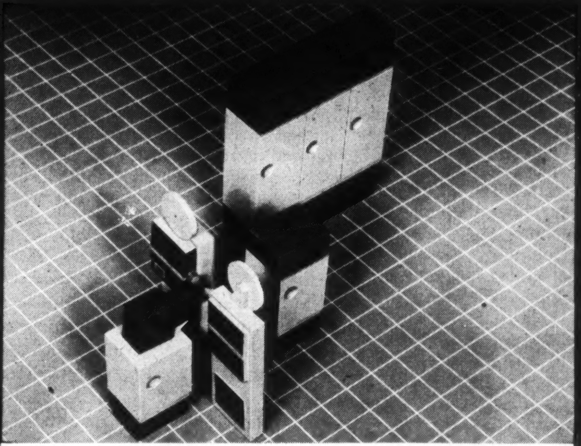
Cine Scanner



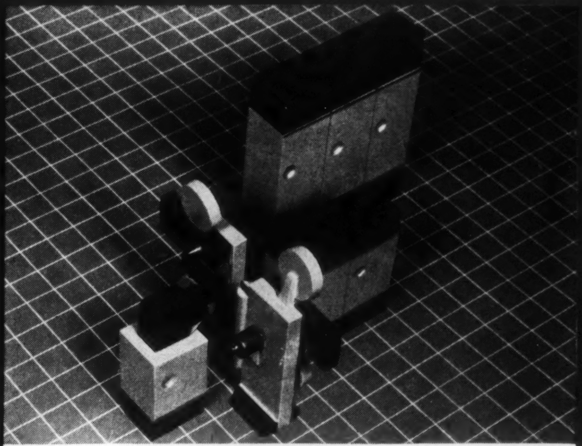
Dual slide changer facing 54″ light source unit; 84″ equipment rack in background. This setup will handle monochrome (positive or negative) slides with rack space to spare.



Slide changer and single 16mm film combination for monochrome projection. The multiplexing mirror facilitates the use of only one light source for both of the film units.



A slide changer, dual 16mm film units, light source and three equipment racks complete the facilities for monochrome, and both positive and negative film . . . leaving extra rack space.



Dual 35mm and slide changer combination with three racks provides color and monochrome (positive and negative) film programs and either color or monochrome slide presentations.

GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.

Curtis Kaufman, asst. client relations dir.
Robert DeVinny, midwest sales rep.
George Weiss, eastern sales rep.
George Fisher, Ohio area sales rep.
Victor Peck, southwest sales rep.
Merriman H. Holtz, northwest sales rep.
Edward Grossman, director radio div.

Harriscope Inc.

FOR the first time, Harriscope Inc. will exhibit its new series, *Jalopy Races From Hollywood,* featuring Sportscaster Bill Welsh. The races have been telecast in the Los Angeles market three years and are said to be available to other markets for the first time. The exhibit of Harriscope Inc. films will be shown in Room 793 of the Palmer House.

Personnel:
Burt I. Harris, president
Norman Retchin

Hollywood Television Service

HOLLYWOOD Tv Service's new *Stories of the Century* tv series will be advertised with banners and still photographs and various subjects of the series will be screened throughout the day. The firm is offering 26 of the new *Stories of the Century* series plus 420 subjects originally made for theatrical release. The exhibits will be on the seventh floor of the Palmer House at the NARTB convention.

MR. COLLINS

Personnel:
Earl R. Collins, president
Richard G. Yates, vice president in charge of eastern sales
Ben Elrod, special representative

Houston-Fearless Corp.

REPRESENTATIVE units of the Houston-Fearless Corp. television and film camera accessory line and film processing equipment will be shown in Space 7A (Rooms 402 and 403) on the main exhibit floor.

Among the new and improved equipment will be a cradle type tilt head for the black-and-white camera, a new Cinemobile camera dolly which features new and more versatile steering, and completely electric remote control for camera which will pan, tilt, change lenses and focus.

Also to be shown will be a new bench printer for 16mm black and white or color, featuring an automatic filter change.

Two new items will be shown in the processing line: A combination 16mm reversal processor for black and white and color, and a low cost unit available as either a reversal or a negative-positive processor.

HOUSTON-FEARLESS executives eye new H-F electric remote camera control. They are (l to r): Art Kjontvedt and Paul Sparre, California office; J. L. Jiruska, eastern regional sales manager, and Ken Elliott, vice president in charge of sales.

Personnel:
Ken Elliott, vice president in charge of sales
J. L. Jiruska, eastern regional sales manager
Art Kjontvedt, California office
Paul Sparre, California office
Wade Weaver, California office

Hufty, Eubank & Russell

THIS NARTB-endorsed group insurance company provides tower and equipment insurance for broadcasters at special rates. Headquarters are in room 846.

Personnel:
William Russell

Hughey & Phillips Inc.

H&P's Tower Lighting Division will have a display in Room 762 covering representative tower lighting equipment such as 300mm code beacons, obstruction lights, flashers, photoelectric controls, junction boxes and other specialty items. H&P will feature an operating demonstration of its "T" series remote lamp failure indicator system, which provides the engineer on duty with "positive continuous indication of the failure of any tower lamp under all weather conditions," to enable ready compliance with FCC requirements. H&P also will show lighting controls incorporating (1) photo-electric control, (2) beacon flasher and (3) lamp failure alarm unit. They are described as "admirably suited for radio stations operating by remote control."

MR. GANZENHUBER

Personnel:
M. S. Phillips, president
J. H. Ganzenhuber, vice president and general manager
H. J. Geist and C. W. Creaser Jr., New York representatives
H. H. Stanton, Dallas representative

Ideco Div., Dresser-Stacey Co.

PICTORIAL exhibit showing stages of construction of the tallest man-made structure in the world will be featured in Ideco's headquarters, Room 781. The structure will be a 1,572-foot antenna tower for KWTV (TV) Oklahoma City, 100 feet higher than the top of the Empire State Bldg. antenna. Parts are now being fabricated in the Columbus, Ohio, Ideco plant with erection scheduled to get underway this summer and completed in early fall.

Ideco's exhibit will include a seven-foot scale model of a self-supporting tower. Souvenir caricatures of visitors will be drawn by Lenn Redman, former Walt Disney cartoonist.

Personnel:
C. E. Ponkey, president
J. M. Hogan, general sales manager
J. R. Hayden, industrial sales manager
John F. McVey Jr., sales engineer
C. D. Byrd, sales promotion manager
K. H. Brust, Los Angeles manager
S. E. Wilson, contract administrator
George Iles, sales engineer

International Business Machines Corp.

THE IBM studio clock system will be exhibited in Room 780. The new IBM time system is especially designed for radio and tv stations. Heart of the time system will be a high-precision master clock equipped with a mercurial compensating pendulum. All indicating clocks in studio rooms and other locations are self-regulated to be in "perfect harmony with the master clock."

Personnel:
J. P. Boyle
M. F. Nahrwold
R. H. Deist
W. F. Behrendt
R. G. Estes
D. P. Shanahan
H. M. Hasz
L. A. Seyfert
N. A. Dirkers
B. D. Weinbrenner
R. M. Anzelc
J. W. Gilmore
C. E. Tennyson
H. W. Wiser
W. S. Smolenski
J. T. O'Malley

International News Service (INS)

INS headquarters will be at Room 787 and the news agency will have a facsimile machine in operation which will be linked to the International News Facsimile Network. Screenings of the INS-Telenews news film services will be run and the Super-Projectall device will be shown. INS programs and services: Telenews Daily, basic daily news film service providing a daily average of 15 minutes of "up-to-the-minute world-wide news coverage"; Telenews Weekly, filmed, voiced and scored "news behind the news" of "important world events" each week; Telenews This Week in Sports, 15-minute presentation of the week's sports highlights with feature coverage on sports personalities and narration and interviews by Harry Wismer; International News Facsimile, "carrying spot news and photos, maps, weather maps, features, cartoons and sports photos, with all photos in proper aspect ration for tv use, and claimed to operate "50% faster than any other facsimile service now in the field"; Super-Projectall, "original and leading" opaque, transparency and motion picture film projection device, with automatic and remote controls.

MR. REID

Personnel:
Robert H. Reid, tv department manager
John M. Cooper, radio-tv news director
David R. Williams, eastern sales division
George L. Hankoff, western sales division
Gene Roguski, central division managing editor
Martin Miller, Iowa-Nebraska division managing editor

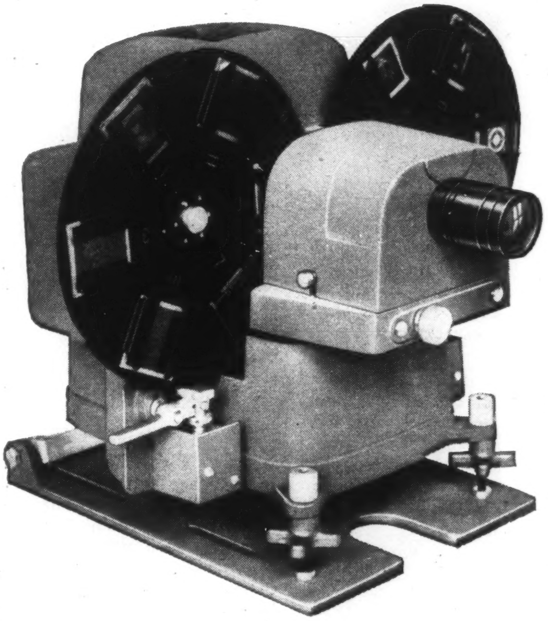
Kalbfell Labs

THE KALBFELL line of Kay-Lab Vidicon cameras designed for film, studio and remote use will be shown for the first time. Equipment

NEW SINGLE LENS

GRAY TELOJECTOR

STAR PERFORMER....



Complete Projection System

The New Gray 3B Telojector (2″ x 2″ Transparency Slide Projector) utilizes a single lens —permits superposing of two images on an optical axis . . . eliminates any need for external registration adjustment. The improved unit provides positive focusing of images on the camera tube with an uninterrupted sequence of slides for television commercials, news flashes and photographs or station and sponsors' identification.

for TV commercials

Precision Projection

BETTER Commercials at LOWER COST

Yes . . . **now** you can use better 2″ x 2″ transparencies in uninterrupted sequence at lower cost. Important too, Gray Telojector is low in initial cost . . . ideal for budget-minded program directors. Telojector is compact, light weight, trouble-free. Two turrets take up to 12 slides at one loading. Additional loaded turrets are substituted in a matter of a few seconds . . . providing unlimited continual sequence. Controlled locally at the unit or remotely at the master video console. Also, can be used with the Gray 35B Manual Control Box to produce superposition, laps, fades and slide changes at any desired rate.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the
Gray Audograph and Phon Audograph

WRITE FOR:

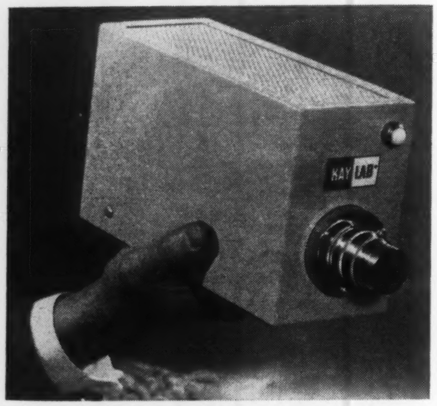
Illustrated, detailed information on the NEW, SINGLE LENS GRAY TELOJECTOR and complete line of Gray Television-Broadcasting Equipment.

is designed to provide ultimate performance at moderate cost, with complete camera and camera control unit listed at $2,450.

Special remote control equipment for camera pan and tilt and lens iris and focus will be shown in operation. A line of video monitors will be displayed. Kay-Lab claims to have combined laboratory quality with durability and reliability, aiming at the dollar-minded station operator. A completely integrated plant permits production of equipment that can be molded with existing studio facilities, it is claimed.

MR. SILBERMAN

The small tv camera has over a score of uses, it is explained, including film, studio and remote use at tv stations. Permanent remote installations are described as economically practical and cost of live productions is kept at a minimum. R. T. Silberman, general manager of Kalbfell Labs, San Diego, will be on hand.



NEW KAY-LAB vidicon camera features small size and low cost. Size is shown by comparison with a man's hand.

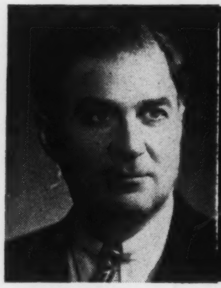
Keystone Broadcasting System

KEYSTONE will occupy Rooms 721 and 722, where the network will feature a display of its primary coverage maps along with tv overlays showing Keystone's supplementary coverage. Keystone expects to display Nielsen statistics showing buying power, as well as other pertinent data covering all market sizes.

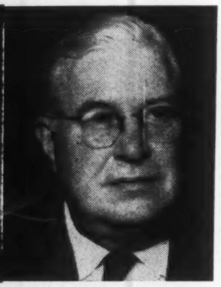
A bulletin board will display advertising done by the firm and also B•T Show Sheets which Keystone sends regularly to agencies and its 715 affiliates.

Personnel:

Sidney J. Wolf, president
Edwin R. Peterson, vice president
Noel Rhys, vice president
Joseph Bayer, vice president
Blanche Stein, director of station relations
Kay Krause, traffic manager



MR. WOLF



MR. PETERSON

Kliegl Bros.

THE Kliegl exhibit will consist of the company's complete line of tv lighting fixtures, accessories, control equipment and wiring devices. The main display will be in Space 15 in Exposition Hall at the Palmer House.

Personnel:

H. A. Kliegl, vice president
George Gill, tv lighting representative
Samuel Keyian, sales engineer
Jack Higgins, midwest representative
Arch Monson, Kliegl Lighting Co. of Calif.

Lang-Worth Feature Programs Inc.

LANG-WORTH is celebrating its 20th anniversary of service to the broadcasting industry. In commemoration of this occasion, it is having open house in Suite 760-761, Palmer House, throughout the NARTB convention.

A special gift of a high-fidelity, long-play recording has been prepared for Lang-Worth's many friends who attend the convention. This record consists of a wide variety of musical entertainment and introduces Lang-Worth's new and exciting sound which is the end result of two years of laboratory work. This long-play, high-fidelity gift record is especially designed for home entertainment.

The New Russ Morgan disc jockey show, *In the Morgan Manor,* which caused such great interest among agencies and advertisers will occupy the central spot in Lang-Worth's exhibition of new shows. Complete audition facilities, promotion material, etc., will be available.

Commercial musical spots expressly designed for local and regional advertisers . . . *Music by Mantovani . . . Vera Lynn's Studio Party* . . . and other new shows, besides all the old favorites, will be on display to help make Lang-Worth's 20th anniversary convention party a gala occasion.

Personnel:

Cy Langlois Sr.
John Langlois
Winnie O'Keefe
Hugh Allen
Ed Gardiner
Bob Hall
Spence Caldwell

C. P. MacGregor Co.

MacGREGOR, which is celebrating its 25th anniversary in the transcribed radio field, will present a package plan which the company says "will make it possible for any station to broadcast the best in dramatic programs." The MacGregor exhibit will be at Room 763.

Personnel:

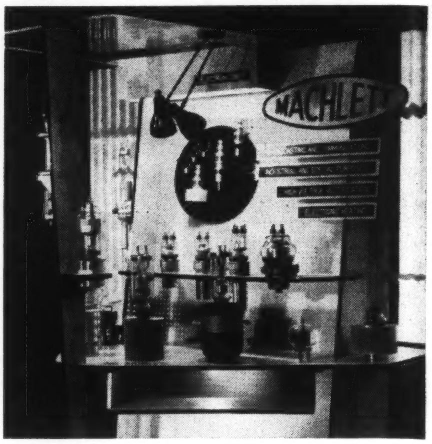
George R. Jones, general sales manager

Machlett Labs. Inc.

MACHLETT will show electron power tubes for am, fm and tv broadcasting. Featured will be coaxial-type terminal tubes for high power amplifiers and transmitters, high frequency general purpose triodes and a new high power vhf triode. These will be exhibited in Booth 11.

Personnel:

Henry J. Hoffman, vice president
Rodney E. Nelson, field engineer
David S. Frankel, field engineer
Edward H. Gilbert, customer service



THIS IS HOW the Machlett Labs exhibit will look at the NARTB convention.

Minot Tv Inc.

MINOT TV Inc. will exhibit in Room 730, showing the *Hank McCune Show,* featuring Hanley Stafford, a 52 half-hour situation comedy series already in the can; *Royal Canadian Mounted Police,* 26 half-hour adventure shows based on the files of the Royal Canadian Mounted Police, starring Lloyd Bridges; 26 *Rudy Vallee Variety* shows, with Mr. Vallee as m. c.; Jean Sablon in 26 quarter-hour shows.

Personnel:

Charles M. Amory
Ellis Gordon
Saul Reiss

MPTV Syndication Corp.

BOTH the feature film and film syndication divisions of Motion Pictures for Television will headquarter in Rooms 776-7-8. The feature film unit has been operating since 1951 when it was started by Matthew Fox, now chairman of the board. The film syndication unit started last September under Edward D. Madden, vice president and general manager, who will be host in the suite. Erwin H. Ezzes is vice president and general manager of the feature film division.

Musicolor Inc.

MAIN exhibit for Musicolor, lighting consultants, in Suite 709, will be "Look-It," a projector that faces the tv camera and automatically produces animated color abstractions, synchronized with music or speech. Three new Telecolor models of "The Light That Dances" also will be displayed. The entire wall of the exhibit will be devoted to Colorama, an animated device using a three dimensional screen. A 16mm film, "Jamming the Rainbow," will be shown.

Personnel:

John Burroughs, tv promotion consultant
Otto Fried, consulting engineer
Elmer M. Lantz
Paul G. Tyler

National Telefilms Inc.

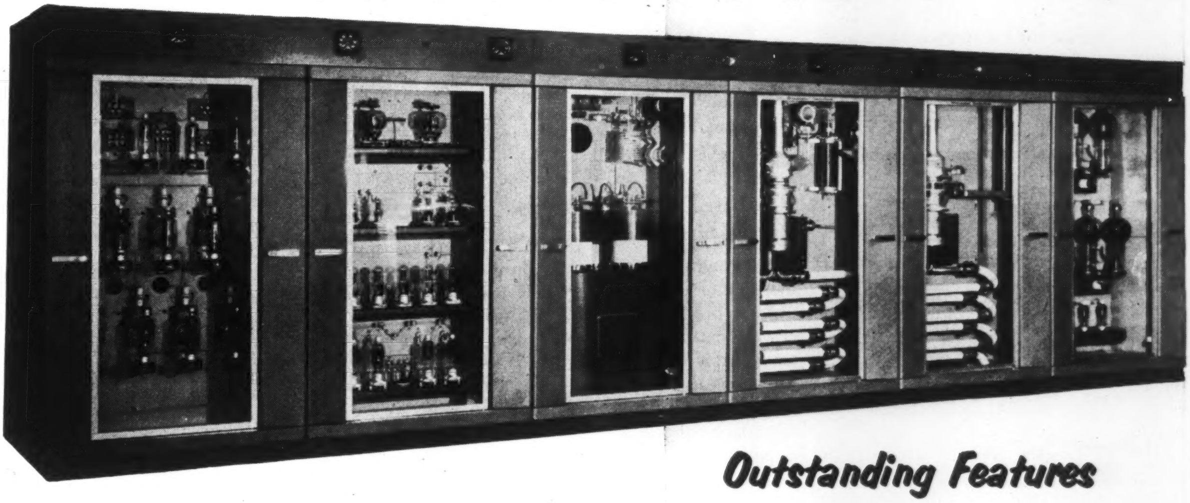
NATIONAL Telefilms will headquarter in room 700½ at the Palmer House. Its film library includes such features as "China Smith," "Orient Express" and 163 other feature films.

Personnel:

Ely Landau, president
Oliver A. Under, executive vice president
Harold Goldman, sales vice president
Martin Roberts, sales promotion manager
Ben Berry, Chicago sales manager

Continental

INTRODUCES



the new Type 317

50 KW AM TRANSMITTER

Here's important news for radio broadcasters from coast to coast — from the manufacturer of the world's finest transmitters. The brand new Type 317 50,000 watt transmitter marks the first advanced development in high power AM Transmitters offered to broadcasters in several years — a revolutionary design that presents new standards of efficiency, performance and stability in the most compact 50 KW unit yet produced.

Outstanding Features

1. Higher efficiency — low power consumption.
2. Ease of installation — less floor space required.
3. Conservative design — all tubes and components operated well below maximum ratings.
4. Unexcelled performance — very low distortion.
5. Simplicity of circuitry — fewer operating controls.
6. Grounded grid high efficiency power amplifier — unusual stability.
7. Built-in "cut-back" for economical, high quality performance at 5 KW or 10 KW.
8. Automatic voltage regulation for all filaments.
9. A unique water cooling system for hot and dusty climates (also available air-cooled).
10. Transview type cabinets for style and maximum accessibility.

For Broadcast Equipment ABOVE and BEYOND the usual standards . . . you can rely on

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. • Phone EVergreen 1137 • Dallas 17, Texas

Distributed by Graybar Electric Company
Graybar Quality Since 1869 Reg. U.S. Pat. Off.
IN OVER 100 PRINCIPAL CITIES

NBC Film Division

MAIN EMPHASIS of the NBC Film Division exhibit, in Suite 716, will be on its newest series, *The Adventures of the Falcon.* The range of the division's programming will be shown in a series of displays, one on each property, arranged so visitors may see sponsor lists, rating histories, success stories, program and personality features, reviews, etc. Also to be shown are the Film Division's services to tv stations, "a complete, combined package of professionally created publicity campaigns, advertising aids, on-the-air promotion materials, suggestions for exploitation and merchandising devices" designed both to build an audience and to stimulate sale of the product advertised on the program.

Personnel:

Carl M. Stanton, NBC vice president in charge
John B. Cron, national sales manager
Leonard C. Warager, supervisor of film sales, eastern division
H. Weller Keever, supervisor of film sales, central division
Clifford E. Ogden, supervisor of film sales, western division
Charles A. Henderson, publicity director
Jay H. Smolin, advertising and promotion manager

A. C. Nielsen Co.

HEADQUARTERS of the marketing research firm will be in Room 836, where Nielsen will feature its audience measurement services, including the new local area reports of the Nielsen Station Index as well as the national Nielsen Radio and Television Index services. Materials will be available, including sample reports and brochures, to furnish radio and tv stations with complete information on NSI.

Personnel:

C. G. Shaw, executive vice president
William S. Ahrbeck, vice president
John K. Churchill, vice president
Joseph R. Matthews, vice president
Edward F. Evans, service executive
George M. Baillie, service executive
William Wyatt, account executive
Murry Harris, public relations director

Official Films Inc.

FEATURING Official Films' exhibit will be its new tv series, Connie B. Gay's *Town & Country Time,* starring Jimmy Dean.

Secret File, U.S.A. is another new series, starring Robert Alda who portrays the part of an American intelligence officer. The stories will be taken from various intelligence services of the Army, Navy and Air Force, and carried through to the present time. To insure authenticity, the series is being filmed abroad.

Boris Karloff as *Colonel March of Scotland Yard* is another show to be featured. Series of 26 films is adapted from the mystery books of Dickson Carter.

Among other highlights of the Official exhibit will be *My Hero,* situation comedies starring Robert Cummings; *Terry and the Pirates,* starring John Baer and William Tracy; *Four Star Playhouse,* starring Charles Boyer, David Niven, Dick Powell and others.

The rest of the Official line consists of *Music Hall Varieties* library comprising about 1,000 three-minute musical shorts; a cartoon library of 75 cartoons; stock film library with about 400 stock films, and miscellaneous news and sports shorts.

Also to be exhibited will be the Feature Film Library which consists of 117 full length features produced by Robert Lippert in 1949 and 1950.

Personnel:

Herman Rush
Herb Jaffe
Art Breecher

The Old Scotchman's Scrapbook

THE exhibit of transcriptions will be shown in Room 741. Gordon McLendon is "The Old Scotchman," with the firm producing transcriptions, including a series of four five-minute vignettes.

Personnel:

Gordon McLendon
Virgil C. Westcoat

Phelps Dodge Copper Products Corp.

THE Phelps Dodge display in Room 720 of the Palmer House will be built around vhf and uhf tv broadcasting, community antenna receiving network systems and mwf communication links. Described in detail, along with applications to the radio, tv and communications industries, will be Styroflex semi-flexible aluminum-sheathed air-dielectric coaxial cable. Samples of Styroflex cable and literature will be given visitors.

Personnel:

J. B. Lynch, electronics engineer
H. Magnuson, sales engineer
F. W. Lemly, high-frequency cables

Philco Corp.

NEW operating system known as the Philco CineScanner will be shown in exposition hall at the Palmer House. CineScanner enables broadcasters to originate slides and film in monochrome and color. The display also will include various test equipment items for use in setting up gear for color broadcasting. Specific items to be displayed are the 35mm CineScanner film system; 16mm CineScanner film system; 2"x2" automatic slide-changer; studio relay switching console; new style cabinet racks; eight units of color test equipment; associated amplifiers, and power supplies.

Personnel:

J. H. Gillies, vice president
J. D. McLean, general sales manager
G. A. Hagerty, industrial sales manager
K. C. Moritz, assistant industrial sales manager-field
W. F. Tait, assistant industrial sales manager-export
J. B. DeWolf, assistant industrial sales manager-headquarters.
J. R. McKenna, product manager
L. J. Boss, regional sales engineer
M. A. Williams, regional manager
R. A. MacDonald, regional sales engineer
L. Kendall, regional sales engineer
C. M. Volkland, regional sales engineer
R. A. Fay, regional sales engineer
F. F. Bartlett, regional sales engineer
J. W. Mullen, regional sales engineer

PHILCO's new 16mm CineScanner projector to be shown at NARTB's Chicago convention.

Prodelin Inc.

NEW teleplexer for uhf tv, coaxial line and wave guide along with a guyed tower for microwave links will be shown by Prodelin Inc. The exhibit will be located in Room 782.

Personnel:

J. F. Cosgrove
Lou Bondon
Ralph Maddox

Radio Corp. of America

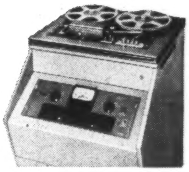
RCA will exhibit a completely equipped color tv studio, which will transmit program material at intervals to RCA color and black-and-white receivers located in a special viewing room. Color equipment on display will include all essentials for network, live, film and slide programming, together with test equipment and microwave relay apparatus for tramsmission of remote pickups. A color camera will be exposed for examination of tubes, circuits and components. Other highlights of the exhibit: a 12½ kw uhf transmitter designed for color and black-and-white telecasting; 50 kw vhf transmitter, the most powerful manufactured by RCA; new live compatible color camera, that utilizes a light-splitting optical system and three image orthicon tubes to pickup the separate color images and convert them into electrical signals; 3-Vidicon color film camera, scheduled for commercial availability later this year; two new types of tv microphones, including a "Peewee" walk-around type and an improved version of the RCA-77D microphone for boom-type operations. The company also will show for the first time a miniature printed-curcuit pre-amplifier, available for commercial use this summer. Additional displays will spotlight tape recorders, speakers and other essential radio and tv equipment.

Personnel:

W. W. Watts, executive vice president, technical products
T. A. Smith, vice president in charge of en-

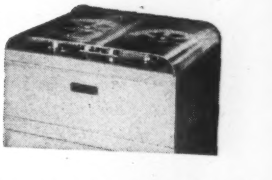
Have you seen and tried the newest PRESTO EQUIPMENT?

Here is a sampling of the complete Presto line of precision disc and tape recording and reproducing equipment specifically designed for ease of operation and professional results.



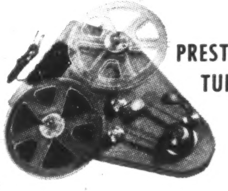
PRESTO SR-11 COMPLETE STUDIO CONSOLE TAPE RECORDER

Never so much quality, operational ease and value offered at modest price. Embodies the famous Presto R-11 tape mechanism, matching amplifier-power supply in a sturdy, well designed console cabinet. Three motors for accurate drive; 15" and 7½" per sec. speeds. Price: under $1000.



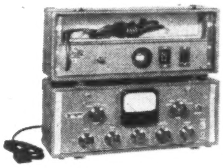
PRESTO RELIABLE LONG-PLAYING TAPE REPRODUCER PB-17

Automatically reversible for continuous playback of background music. Frequency response uniform from 50 to 8,000 cps (±2 db). Tape speed: 3¾" per sec. Reels up to 14" dia. (4,800' of tape) with dual track. Mechanism will re-cycle or stop after 8-hours of play.



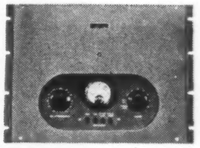
PRESTO HIGH-QUALITY TURNTABLE-DRIVEN TAPE PLAYBACK UNIT TL-10

Powered by mounting on any standard 16" turntable. Equalized output of playback head can be fed directly into high-quality preamplifier, such as standard broadcast speech input equipment. Capstan for 7½" and 15" per sec. when table turns at 78 rpm. Ideal for low-cost, high-fidelity tape playback.



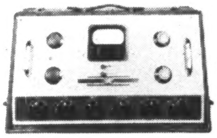
PRESTO PRECISION FIELD TAPE AMPLIFIER 900 A-3

Here is the proper high quality, wide range amplifier to match Presto Tape Transport mechanisms RC-7 and RC-11. Separate power supply eliminates noise. Three microphone input, low distortion. 900-A-1 amplifier identical except for single input transformer.



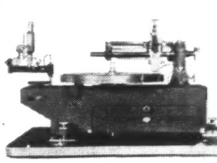
PRESTO 92-B RECORDING AMPLIFIER FOR VERTICAL RACK MOUNTING

Has low internal output impedance, high degree of feed-back and its response is virtually unaffected by changes in load. Holds distortion to minimum. 60-watt output ample for transient peaks. Push-button selector for recording characteristics. Vertical chassis with removable front panel for instant inspection or servicing.



PRESTO 90-B RECORDING CONSOLE FOR PORTABLE OR FIXED USE

The widely used 90-B features a 3-microphone mixer, input and output controls, has several fixed characteristics as well as variable high and low frequency controls, and V.U. meter. Switching and connectors for double turntable. Highest professional standard materials and workmanship . . . over-all performance equal to finest high-fidelity studio equipment.

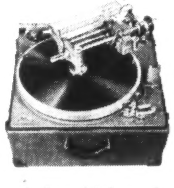


PRESTO HIGH-PRECISION STUDIO CONSOLE RECORDER 8 D-G

Unusually flexible in operation and easy to control. Cuts finest instantaneous and master recordings, with choice of seven different feed pitches, plus 250 lpi microgroove in each direction. Direct gear drive at 33⅓ and 76.26 rpm, either speed selected by double-throw switch. Transmission unit is simple, very rugged, and extremely accurate.

PRESTO 16" TURNTABLE 10-B FOR RADIO STATIONS AND RECORDING STUDIOS

An improvement on the long popular model 10-A. Capable of continuous operation by non-technical personnel. Inexpensive and simple to service. Operates at 33⅓, 78 and 45 rpm. With its 3-speed mechanism, the Presto 10-B is an extremely accurate rim-driven table. Available as chassis only or in console cabinet.



PRESTO PORTABLE, HIGHLY ACCURATE PROFESSIONAL-TYPE RECORDER 6-N

A fine, high-quality recorder for portable or stationary operation, whose dependability has made it a 15-year favorite here and abroad. Especially designed for professional users. Presto 1-D cutting head supplied. Equipped with precision overhead mechanism including spiraling feedscrew. May be equipped for microgroove recording at extra cost.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

FINAL test is given to RCA's first 50 kw vhf transmitter, most powerful tv transmitter produced by the company. It will be part of the RCA exhibit at the convention.

gineering products division

Division executives of the engineering products division:

M. C. Batsel, chief engineer
A. R. Hopkins, broadcast marketing manager
J. P. Taylor, advertising manager

RadiOzark Enterprises Inc.

RADIOZARK, program production and syndication firm, using Suite 742, will feature its two principal open-end music series: *The Smiley Burnette Show,* and the new *Tennessee Ernie Show.* The firm's representatives will explain the advantages of tailor-made transcribed programs such as: General Mills' daily *Bill Ring Show* and International Milling Co.'s *George Morgan-Robin Hood Flour Show.* RadiOzark also will sample broadcasters' reaction to its new series featuring Red Foley, scheduled for fall release.

MR. MAHAFFEY

MR. SIMAN

Personnel:

E. E. Siman Jr. and John B. Mahaffey, vice presidents
Ferd Dreher, sales representative
William K. Ermeling, manager, Chicago office

Raytheon Mfg. Co.

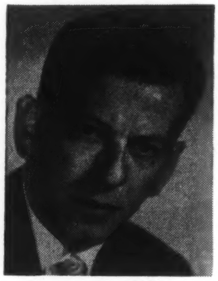
FEATURED in Raytheon's exhibit in Space 10 of the exposition hall and Room 857 will be a 7000 mc permanent tv relay and portable color unit, and a 26 mc audio relay for cueing and order service.

Personnel:

Harry Geist
C. W. Creaser
L. A. Rooney
D. J. Webster
Wilbur Small
G. A. Hinckley
J. F. Seeney
Edward A. Alpert
W. B. Cozzens
W. B. Taylor
E. J. Stout
D. W. Tait
W. J. Monroe
E. J. Rome
J. L. Lovett

RCA Recorded Program Services—Thesaurus

THESAURUS exhibits will be in Suite 711 and will include several programming and promotion announcements to visitors. To be exhibited are: (1) a new half-hour five-a-week variety show starring "one of the most important names on the American musical scene"; (2) *Quickie Quiz,* five - minute, 10-a-week audience participation show starring Ralph Flanagan; (3) new merchandising plan including counter and window display cards and retail store window streamers; (4) *The Melachrino Musicale,* quarter-hour, three-a-week show starring George Melachrino Orchestra and Strings; (5) "The Penthouse Purse," this year's "real live" convention event, with three big prizes; (6) "The Key Club," annual Thesaurus promotion featuring distribution of keys. Other RCA Recorded Program Services features in the syndicated radio and tv field will include a newly-acquired package of feature length films including U. S. premiere, first run and first on tv," and in radio a new packaging plan of quarter-hour daytime serials, *Aunt Mary, Dr. Paul* and *Betty and Bob.*



MR. SACKS

Personnel:

E. Sacks, H. Letts, J. Davis, A. Sambrook, B. Selvin, B. Rosner, F. O'Donnell, D. Axt, A. Hindle, W. Reilly, W. Gartland, G. Field, W. Cochran, H. Grauel and R. Fender.

Rust Industrial Co.

RUST Industrial Co. will demonstrate its latest remote control systems for am and fm broadcast stations, using a model transmitter. This will show on-off control of tower lighting, filaments, plate, tuning final stage, control of output power, reset of breakers, etc. Rust will also demonstrate working models of Carrier Interruption (and Conelrad) Alarm Units plus new control units for both radio and television stations.

RUST remote control equipment in production at the Manchester, N. H., plant.

Personnel:

W. F. Rust Jr., president
William Carlisle, broadcast sales manager
T. W. Forget, plant manager

Paul Schafer Custom Eng.

PAUL Schafer will use Room 746 to exhibit his 24-circuit remote control system, which includes 40 control circuits. Also on display for the first time will be the company's new economy model remote control system, available for $995.

Personnel:

Paul C. Shafer

Screen Gems Inc.

SCREEN GEMS is currently producing *The Ford Theatre* for the Ford Motor Co., *The Big Playback* for the Ethyl Corp. and *Father Knows Best* for P. Lorillard.

Screen Gems now has the following programs available for national and large regional sponsorship: *Johnny Nighthawk,* a half-hour adventure series, *Damon Runyon Theatre,* half-hour anthology; *Classified,* half-hour human interest drama; *The Road Ahead,* half-hour drama; *Sister Veronica,* half-hour drama; *Navy Diary,* half-hour action series.

Screen Gems currently has the following programs available for local and regional sponsorship: *Your All-Star Theatre,* currently *The Ford Theatre* on NBC network; this is a half-hour drama series available in all unsold markets on either a first-run or re-run basic. *The Big Playback,* a quarter-hour sports show, starring Bill Stern and Jimmy Powers; available in all markets on either a first-run or re-run basis. *Professor Yes 'N' No,* a fifteen-minute quiz show, starring Bill Cullen; available in all markets. *Tv Disc Jockey Films,* a library of 60 silent films for video with top pop and standard records; available in all unsold markets. *Hollywood Newsreel,* a quarter-hour program mirroring life in Hollywood, featuring biggest names in movies and tv. *Music to Remember,* a series of the most popular of the great symphonies played by the Rome Symphony Orchestra and noted conductors and soloists.

Personnel:

John H. Mitchell, vice president, sales
Robert Brahm, eastern sales manager
William T. Croley, central sales manager
Richard Dinsmore, western sales manager
Henry Gillespie, southeastern sales manager
John McCormick, midwestern sales manager
John D. Wilson, southwestern sales manager

SESAC Inc.

SESAC Inc., New York, will have its exhibit in Rooms 731-32. The exhibit will have complete playback equipment for the SESAC transcribed music, which will include two featured new attractions, Lou Stein and his Jazz Sextet and Tony Mottola's Dance Rhythms. SESAC will place emphasis on "The Highest Quality for the Lowest Priced Complete Program Service."

The SESAC memo books will be given to delegates.

Personnel:

R. C. Heinecke
Alice J. Heinecke
Evarard S. Prager, asst. to the president
Robert Stone, director, program service
Jim Meyers, director, station relations
Louis E. Tappe, director, publicity & promotion
David R. Milsten, western counsel
Harold Fitzgerald, field representative

RAYTHEON KTR-100 MICROWAVE FOR

Color

MEETS FCC STANDARDS FOR SIMULTANEOUS TRANSMISSION OF COLOR AND AUDIO

COSTS LESS . . . EVEN WITH ALL THESE EXCLUSIVE FEATURES

1. Highest quality color transmission with audio subcarrier.
2. Streamlined design with fewer tubes and simplified circuitry.
3. Dependability proven by wide use in the broadcast industry.
4. Built-in, tunable, calibrated wavemeter for field change of assigned frequency.
5. Provision for frequency and modulation monitoring.
6. Exclusive design permits greater flexibility in use as studio-transmitter link, remote pick-up or other applications.
7. Low in cost yet outstanding in flexibility; superiority of electrical and mechanical design; ease of installation, control and servicing.

Act now to insure early delivery of Raytheon's advanced design KTR-100 Microwave. Write for complete information.
Address Department 6270 B T

RAYTHEON

Specialists in Microwave for Television

RAYTHEON MANUFACTURING COMPANY
Equipment Sales Division

SEE THE *NEW* RAYTHEON KTR-100 BOOTH NO. 10 NARTB CONVENTION

Standard Electric Corp.

NEW Multicon camera and high-powered vhf tv transmitter will be shown in Space 20 of the main exhibit hall by Standard Electronics Corp. The camera features remote iris control and automatic lens selection. It can be used for film, slide or live pickup work. The sensitive pickup is said to be free of halo or burn-in. The transmitter is available in power up to 50 kw, with important economies claimed in original cost as well as in tube and operating costs over a period of five years.

Personnel:

W. H. Zillger, vice president
W. H. Rappolt, mgr., customer service
H. R. Smith, mgr., tv engineering
F. Lupo, project engineer
E. W. Stone, district mgr., sales engr.
J. Evans, district mgr., sales engr.
L. Pett, district mgr., sales engr.
J. Campbell, district mgr., sales engr.
H. Craig, tv engineer

Standard Rate & Data Service Inc.

SRDS will occupy Space 824 and will have material explaining its broadcast services—Radio Rates and Data, Television Rates and Data, Films for Television and National Network Radio Television Service.

Personnel:

John G. Williams
Williams C. Parrington
F. LeRoy Hess
G. Warren Carhart
Willard F. Pierce
C. Herbert Fisher
Allan J. Fagans

Sterling Television

THE headquarters of Sterling Television will be Suite 843-4 at the Palmer House with the exhibit in Room 733.

Personnel:

Bernice Coe, vice president
Lee Orgel, West Coast manager

Telechrome Sales Corp.

FEATURED in the Telechrome display in Room 757 will be a complete line of color tv equipment for network color pickup, local programming, FCC color signal generation, station and field color test instruments, and measuring equipment. The display will include the Chromascope (vector display), Envelope Delay Curve Tracer, Chromalyzer (portable color signal generator) and Polaroid camera equipment for checking and recording differential phase, multi-burst, amplitude and window signals.

Personnel:

H. Charles Riker, sales manager and president
J. Raymond Popkin-Clurman, director of engineering
Harry R. Clark, industrial sales manager

TelePrompter National Sales Corp.

A NUMBER of TelePrompter units will be on display in Rooms 707-8, Palmer House, including one on camera, plus display materials. In addition, a TelePrompter unit will be on camera at the GE exhibit in Exhibition Hall. TelePrompter also will display for the first time several new items. It will show an historical progress story by having one each of its four models developed during the last three years.

Personnel:

Irving Kahn, chairman
Hubert Schlafly, vice president in charge of engineering
Herbert W. Hobler, general sales manager
James Blair, Philadelphia office
George Kane, Los Angeles office
Ray Hagen, Chicago office

Television Programs of America

DISPLAYS of all the films in the Television Programs of America stock will be displayed in Room 792.

Personnel:

Michael Sillerman, executive vice president
Robert Hoffman, midwest sales manager
Robert Leler, midwest account executive
Dick Miller, publicity director

Television Specialty Co.

TSC will feature its new slide background library, a new six-inch spotlight and its redesigned "Profitmaker" rear screen projector. The slide exhibits will include slide backgrounds for news programs, disc jockey shows, sports programs, etc., in a basic selection of backgrounds to suit a station's "minimum needs." The spotlight, developed by TSC engineers especially for tv use to fit the particular needs of tv production, features "lighter weight, better cooling, increased light output, improved focusing service, large unbreakable knobs and easier accessibility to lamp bulb for speedy changing."

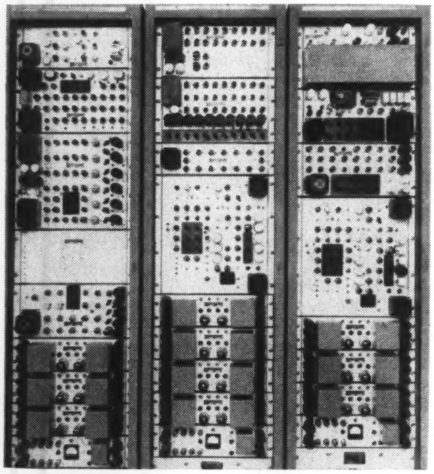
The new 1954 "Profitmaker" rear screen projector will have exclusive coated lenses, according to TSC, which will "greatly increase usable light by filtering and concentrating light thrown by the projector." It is "a cleaner, better looking, more compact model." Cast in steel, it stands 63 inches high and weighs 158 pounds. TSC exhibits will be in Suite 756.

Personnel:

Alfred Jenkins, president
Lee Jenkins, executive secretary
Leonard Gumley, sales manager
Donald Hamilton, North Central States representative
Tom Haney, southeastern representative
Lyon Weir, "TSC's flying sales representative"

Tel-Instrument Co.

A NEW LINE of color equipment is being shown by Tel-Instrument Co. at Booth No. 18. This includes the following types: 2203 color synchronizing generator; 2610 matrixer and encoder equipment; 2009 color pattern generator; 2303 color monoscope camera; 1311 video distribution amplifier; 2700-R phase equalizing filter; 2401 color picture monitor; 2123 Chromatran; 1105 10 mc video sweep generator; 2430-R rack mounting vectorscope; 2013 stairstep generator.



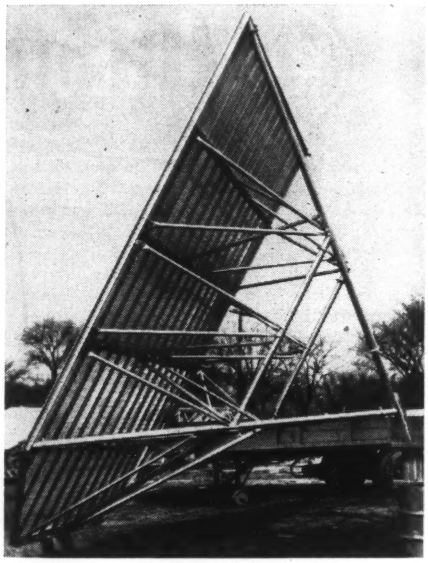
AMONG exhibits of Tel-Instrument Co. in Booth No. 18 will be (l to r): TIC's color synchronizing generator, color pattern generator and color monoscope, which TIC says will provide tv stations with all the necessary test signals for internal use and for local origination of color signals.

Personnel:

J. L. Roemisch, president
L. P. Blakely, sales manager
Martin Silver, broadcast equipment div. mgr.
D. L. Schacher, chief engineer.
M. E. Starr, engineer

Tower Construction Co.

TOWER Construction Co. will exhibit in Room 718, and will show representations of a television tower, am broadcast tower, microwave tower, microwave passive reflector and a microwave building. On hand will be a 4x6-ft. passive reflector and a sample section of a tv and an am broadcast tower.



TOWER Construction Co. will show a passive reflector for microwave relay work.

Personnel:

M. M. Lasensky, president
Frank Little, sales manager
Charles Wright, field supervisor

United Television Programs Inc.

UNITED Television Programs' theme will be "Things to Come." Using Rooms 795-796, the firm plans to exhibit two film series in particular to demonstrate the evolution of promoting and merchandising a tv film. The films are: *Rocky Jones, Space Ranger* and *The Lone Wolf,* starring Louis Hayward. Other films available: *Waterfront,* starring, Preston Foster; *Where Were You?,* Ken Murray; *The Ruggles; Hollywood Offbeat,* Melvin Douglas; *Double Play,* Leo Durocher and Laraine Day; *Royal Playhouse; Heart of the City, Counterpoint; The Chimps; Old American Barn Dance; Look Photoquiz; Fulton Lewis Jr.; The Gospel Singer; Curtain Call.*

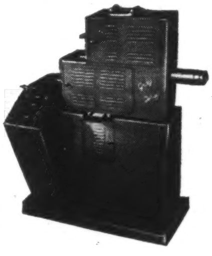
Personnel:

Lee Savin, executive vice president
Wynn Nathan, vice president in charge of sales
Aaron Beckwith, vice president eastern sales
John Rohrs, vice president midwestern sales
Noel K. Rubaloff, national advertising and

Gray
RESEARCH

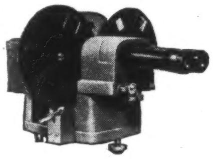
Precision Professional Equipment

FOR TELEVISION and BROADCAST STATIONS
ACCEPTED and USED by ALL MAJOR NETWORKS
FOR RELIABILITY • VERSATILITY • PERFORMANCE



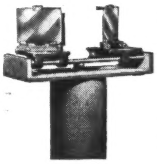
TELOP I . . . TELEVISION OPTICAL PROJECTOR

Telop I is one-man operated, economical and reliable. It projects low-cost, easily produced "commercials" for increased profits. The Telop completely eliminates keystoning; any two photographs, glass lantern slides, or opaque cards can be projected, also small objects, with superposition, lap dissolves or fadeout. Metal slides holding either five or eight 4"x5" cards may be used for projection.



3A . . . TELOJECTOR

Compact, portable unit for automatic, remote control of standard 2" x 2" transparencies. Provides uninterrupted continuity with studio effects of fading, lapping and superposition. Slide turrets can be changed instantly.

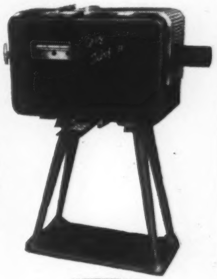


60A FOUR-WAY FILM MULTIPLEXER

A precision arrangement of mirrors for operation of pairs of projectors simultaneously in a single TV camera or individually into two separate cameras. Also available as a 62A two-way moving mirror multiplexer (illustrated) or a 61A two-way fixed mirror multiplexer.

35A MANUAL CONTROL BOX

Gray's Control Box is especially designed for use with the Telojector. Control Box laps, fades, superpositions and permits remote changing of slides.

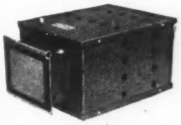


TELOP II . . . PROJECTOR

For smaller TV stations . . . one man operated . . . will project any combination of slides, transparencies, opaque cards or photographs. Eliminates costly film strips and live talent, yet achieves clear sharp pictures with superposition, lap dissolves and fade-out effects. Small initial investment assures greater profits because of low production and operating cost.

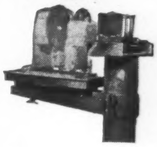
55A FILM CAMERA TURRET

One camera can serve up to 8 projectors with Gray camera turret. Mounted on heavy, welded steel frame, the turret revolves 360 degrees on heavy duty ball bearings with positive placement. Requires minimum space.



13A LIGHT BOX

This attachment will back-light 3¼" x 4" transparencies and make them part of a "commercial" along with opaque cards or other copy. The box mounts directly behind the slide holder groove in the optical channel opening of the Telop.



63A TELOJECTOR SHELF

The Gray Telojector shelf is of steel construction. Strong, sturdy, it is easy to attach to Multiplexer stand. Telojector mounts on shelf.

11B VERTICAL SCROLL DRIVE

The Vertical Scroll Drive will televise rollstock and broadcast running commentary or "commercials"—with or without sound accompaniment. Attaches to the optical openings of the Telop.

12A HORIZONTAL TAPE DRIVE

Horizontal Tape permits televising of 8 mm. news ticker tape. Tape can be projected on any part of screen—top, bottom or middle and superposed on copy televised from another Telop optical opening.

15R REVERSE CLOCK

Designed for time spots and announcements. Clock face is small enough to permit superposition of commercial or other copy. Also available in 15A direct reading model.

106SP TRANSCRIPTION ARM

106SP Transcription Arm meets the strict requirements of modern, highly compliant pick-up cartridges. 3 Cartridge slides furnished, enable GE 1-mil, 2½ mil, or 3 mil cartridges or Pickering cartridges to be instantly installed. Fairchild cartridge slides also available.

108B VISCOUS-DAMPED TONE ARM

Radically new suspension development on the viscous damping principle for perfect tracking of records and elimination of tone arm resonances. For all records—33⅓, 45, and 78 RPM. Solves all record reproducing problems.

602B EQUALIZER

The new 602B Equalizer provides balanced output, permitting operation of the Equalizer into either a balanced or unbalanced line. A convenient control allows instant switching from conventional records to micro-groove.

GRAY RESEARCH

and Development Co., Inc., Hilliard St., Manchester, Conn.

YOU ARE CORDIALLY INVITED . . .

See and inspect Gray Television Broadcasting Equipment at the N A R T B show, room 706, Palmer House, Chicago, Sunday May 23-27. If unable to attend the N A R T B show write for illustrated literature on Gray Products.

Division of the GRAY Mfg. Co. Originators of the Gray Telephone Pay Station, Gray Audograph and the Gray PhonAudograph.

MR. NATHAN

MR. SAVIN

sales promotion manager
Dale Sheets, assistant national sales manager
Karl Von Schallern account executive
George Carlson, account executive

Unity Television Corp.

UNITY Television Corp. will occupy Rooms 734-5 showing feature film products and half-hour shows available for television station use.

Among these is Unity's "Plus 80" tv program, comprising 20 Charlie Chan mysteries, 20 All-Star Adventure Classics, 20 International Masterpieces and 20 Hollywood major features.

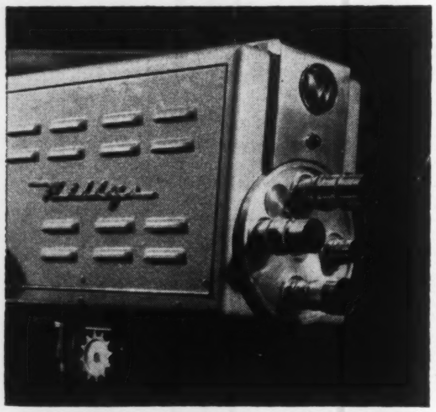
Among its 1,001 titles, Unity has 300 features starring such names as Cary Grant, Gene Tierney, Victor Mature, Linda Darnell, James Mason, Stewart Granger; 52 Laurel & Hardy comedies; 39 half-hour shows; 125 cartoons; 40 westerns; 22 serials.

MR. MAYERS

Personnel:
Arche A. Mayers, general manager
Len Firestone, sales manager
Connie Lazar, west coast manager
Vic Bikel; southwestern division manager
Paul Diamond, eastern division manager
Noah Jacobs, east central division manager
Al Shepard, southeastern division manager
Jerry Weisfeldt, northeastern division mgr.
Bill Young, north central division manager

Willys Motors Electronics Div.

WILLYS will exhibit a complete line of television equipment including camera controls, sync generators, master monitor and a completely new studio television camera using a vidicon pick-up tube. Complete information will be available including data on the Willys uhf transmitters, in Rooms 748-9.



WILLYS UK-1A studio camera employs a photoconductive pick-up tube. New chain includes camera, camera control, sync generator, dolly, tripod and cable, and is considered to be one-third the cost of present image orthicon chains.

Personnel:
John W. McGee, general manager, electronics div.
Homer A. Humiston, chief engineer, electronics div.
A. Romeyn Bitter, manager tv department
Gene A. Phillips, tv equipment sales
Jack C. Lauderback, tv equipment sales
Robert Orr, tv engineering

World Broadcasting System

WORLD Broadcasting System is featuring the World Comet Plan, which in less than 60 days has seen 167 stations sign up.

Among big stars featured by World are Helen O'Connell, Fontane Sisters, Xavier Cugat, Mimi Benzell, Three Suns, David Rose, Ray Bloch, Raymond Masset, Charles Coburn, Oscar Peterson.

Emphasized in the World exhibit in Rooms 701 and 704 are the programming aids, suggestions, ideas, audition discs and sample promotion plans which stations can use.

Personnel:
Robert W. Friedheim, vice president
Pierre Weis, general manager
Dick Lawrence, sales manager
Ken Josephs, Jim Weathers, Bob Montgomery, Garry Fox.

Ziv Radio Productions

"ZIV makes money for radio stations" . . . is the keynote of this year's Ziv Radio Productions display in Rooms 703 and 704.

Ziv's newest radio series, the open-end *Red Skelton Show*, takes the No. 1 spotlight. The show is planned for strip programming up to five half-hours a week.

Co-featured in the Ziv display is the *Hour of Stars*, headlining Peggy Lee, Ginger Rogers, Dick Powell and Tony Martin, 15-minute segments each.

Another high spot in the Ziv radio display is the presentation of "The Mystery Strip." *Boston Blackie* and *Philo Vance* mysteries make up a full hour of highly salable entertainment planned for across-the-board scheduling.

Personnel:
Alvin Unger, vice president in charge of sales
W. B. Philley, sales promotion director

Ziv-Tv

THE theme of the Ziv-Tv convention exhibit accents "leadership." As evidence of this leadership, the Ziv-Tv exhibit will spotlight all these top-ranking shows in Room 702:

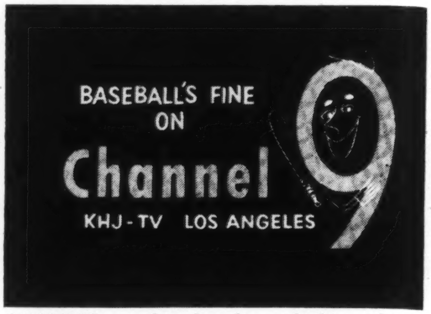
Mr. District Attorney—Ziv's most recent release. In its premiere on April 1 over 94 stations set a new record in the field. *I Led Three Lives*—Ziv's current pacesetter. *Favorite Story*—Ziv's Adolphe Menjou series captured 97.6% renewals for its second year. A whole new series of *Favorite Story* is now in production. *Cisco Kid*—a Ziv perennial best-seller in production continuously for five years. *Boston Blackie*—Ziv's selling sensation for a reported 150 sponsors.

Sharing the convention spotlight with the above shows will be other Ziv successes such as: *The Unexpected, Times Square Playhouse, Your Tv Theatre, Yesterday's Newsreel, Story Theatre, Sports Album*, and *Living Book*.

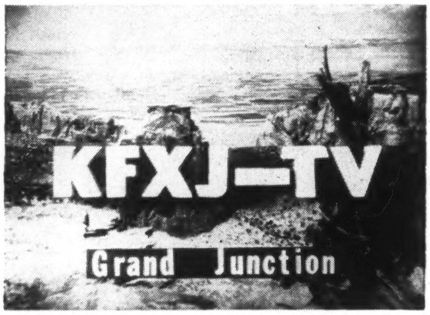
In color, too, Ziv-Tv is prepared to lead the field. Ziv-Tv has been producing in color since tv was in its infancy and already has a color backlog of five years of the top-rated *Cisco Kid* series, plus current color production of *Boston Blackie, Favorite Story* and *Mr. District Attorney*.

Personnel:
M. J. Rifkin, vice president in charge of sales
Ed Broman, sales manager for central division
Walt Kingsley, sales manager for western division

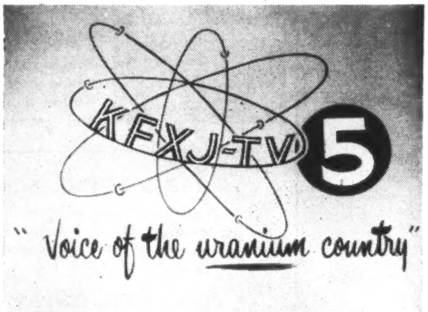
STATION IDs . . .



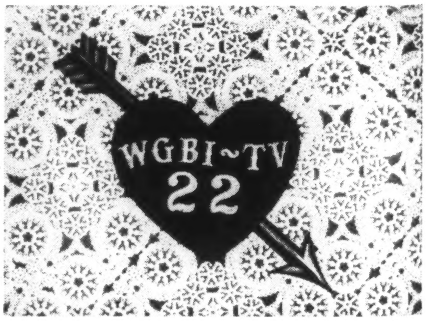
CHANNEL number has been fashioned into a little man to plug all types of entertainment on KHJ-TV Los Angeles. Here he swings a ball bat, promoting KHJ's baseball coverage.



BOTH photographs and art work serve as background material for KFXJ-TV Grand Junction, Colo. Here a picture of the terrain in the KFXJ area is used for a general ID station break.


KFXJ-TV
5
"Voice of the uranium country"

THIS art work slide is one in KFXJ's collection promoting the station itself. A number of slides similar to this are ready and waiting for the station's May debut.

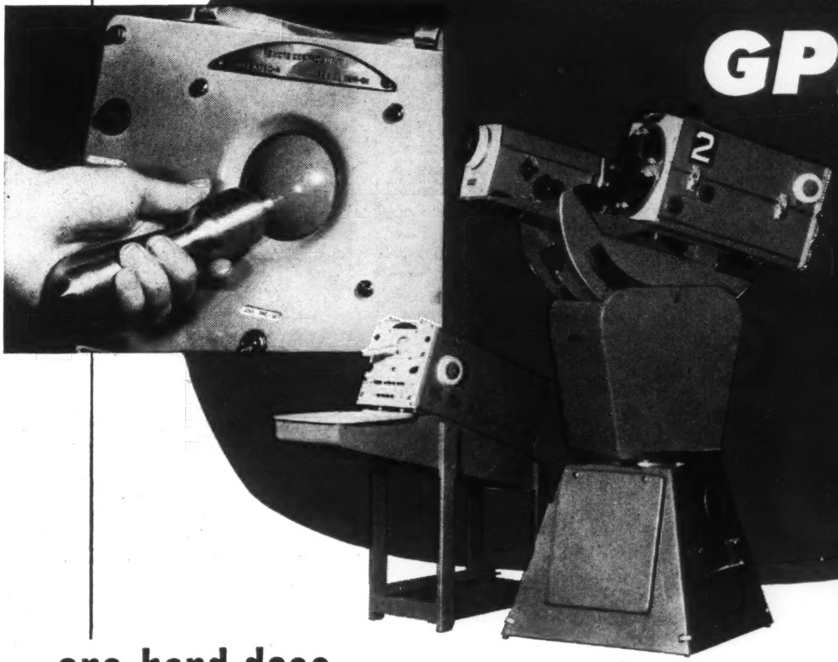


DURING February, this slide was used often by WGBI-TV Scranton to stress Valentine's Day. Many slides in the station files are used for holiday promotion.

The REVOLUTIONARY NEW

GPL PYE

REMOTE CONTROL CAMERA



one hand does the work of many...

SEE AND OPERATE
the One-hand Camera
at the
NARTB
Booth
9
The Palmer House
Chicago—May 23-27

Here is the new one-hand camera that makes possible one-camera shows with all the quality of two chains, yet *is operated by one hand from the control room.*

It's an image orthicon camera mounted on the remote control pan and tilt pedestal developed exclusively by GPL PYE. Added is the GPL-Watson Vari-Focus lens, with zoom in or out controlled by two buttons on the pan-tilt stick.

With one hand an operator can pan and tilt to follow action . . can zoom in or out for extreme close-up or full stage shots. The same operator may handle audio, film or slide control, or switching.

No operator is needed on the studio floor. If you want protection, a stand-by chain can be kept hot with a capped lens in place. Open lenses can be brought instantly into action by remote control of the turret. This is a feature of GPL PYE cameras alone—all have remote control of focus, lens change and iris.

Ask For Cost Figures: GPL has worked out complete cost figures of what this camera can save you in operating expenses, interest, amortization and maintenance. Savings more than equal cost of added features, including the 3" to 30" lens (fully color corrected) and the pan and tilt pedestal. The camera puts money in your pocket the first month of operation.

Phone, wire or write for these figures . . . see how this new development can be used in your station operations.

Write, wire or phone for information on complete television station equipment

GPL

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

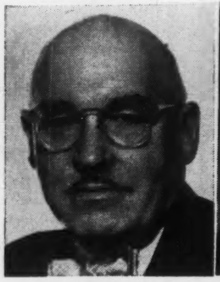
Regional Offices: Chicago • Atlanta • Dallas • Glendale, California

DIGESTS OF
TECHNICAL PAPERS
8TH ANNUAL NARTB BROADCAST ENGINEERING CONFERENCE
May 25-27, 1954 Palmer House—Chicago, Illinois

Tuesday Morning

OPENING TECHNICAL SESSION

Presiding: Raymond F. Guy, Manager, Radio and Allocations Engineering, NBC


MR. GUY

MR. WALKER

OPENING ADDRESS

By: A. Prose Walker, Manager of Engineering, NARTB

THE ADDRESS of welcome to the visiting engineers includes an explanation of how the agenda for the conference was prepared. The heavy emphasis on color television this year is due to a desire on the part of the broadcast engineers to learn the fundamentals in a new phase of broadcasting. Aural broadcasting has not been neglected in preparing the agenda, nor has the monochrome television system been overlooked. The address closes with a brief look ahead at next year's problems facing the broadcast engineer.

THE STORY BEHIND THE NTSC COLOR STANDARDS

By: Donald G. Fink, Director of Research, RT&A Philco Corp.

To be presented by Arthur V. Loughren, Vice President in Charge of Research, Hazeltine Corp.

THE HISTORY of color television development in the U. S. leading to the formation of the second NTSC in 1950 will be reviewed. The work of the NTSC in compiling the compatible color standards and subjecting them to field tests will be discussed. The task of the broadcast engineer in implementing the compatible color system will comprise the major part of the paper. Among the topics to be discussed will be the various system tolerances to be met in broadcasting practice, the new requirements on "set up," the significance of "reference white" in establishing the color balance of the camera for the zero-chrominance signal condition, and related subjects.

MR. FINK

MR. PAGE

EQUIPMENT OPERATING CHARACTERISTICS FOR COLOR TELEVISION

By: Charles E. Page, Engineer, Research Dept., Hazeltine Corp.

ONE of the problems which television broadcasters will soon be called upon to face is that of handling color transmissions either direct from the studio or via various network facilities. The operating characteristics of present-day television broadcast equipment are not always ideal for handling color transmissions.

This paper describes briefly the color television signal presently specified by the FCC. It next discusses those characteristics of television broadcast equipment which are of primary importance in insuring correct transmission of the chrominance component of the color television signal. Finally, equipment and techniques for checking these characteristics are described and discussed.

PREPARING THE TELEVISION TRANSMITTER FOR NETWORK COLOR TELEVISION

By: Robert M. Morris, Radio Facilities Engineer, ABC

THIS PAPER attempts to simplify for the broadcast engineer the problem of adapting the existing television transmitter to color. The approach is from the standpoint of the FCC Standards of Good Engineering Practice where they apply to the transmitter, and where they differ as between color and monochrome. Methods of measurement and tolerances applicable to the transmitter are discussed. The importance of test equipment is emphasized.

MR. MORRIS

MR. RUSSELL

Tuesday Afternoon

JOINT MANAGEMENT-ENGINEERING SESSION

Presiding: James D. Russell, President and General Manager, KKTV (TV), Colorado Springs, Colo.

SEEING LIGHT AND COLOR

By: Ralph M. Evans, Director, Color Technology Div., Eastman Kodak Co.

THE STUDY of "seeing" involves the application of physics, physiology and psychology. After briefly telling of the part played in vision by these three sciences, Mr. Evans will discuss the way in which the mind interprets the information received through the eye, using over 100 color slides as illustrations of his non-technical talk.

It will be shown that, for the most part, what we see is as much dependent on ourselves and our experiences as on the external reality which light presents to our eyes; that in fact "seeing" is largely a matter of recognition of objects with properties believed to be possessed by those objects. The mind has the ability to see several things simultaneously at the same spot. As an example, it will be shown that it is possible for a person to see objects illuminated by light of a certain color and at the same time see the true colors of the objects themselves, a basic type of vision, yet one which cannot be predicted from the simple physics of light or the known properties of the eye.

MR. EVANS

MR. PURCELL

ECONOMY IN RADIO AND TELEVISION OPERATIONS THROUGH ORGANIZATION AND MANAGEMENT

By: Willard J. Purcell, Manager of Engineering, General Electric Stations

MODERN professional management becomes more important than ever when television is added to radio operations. Engineers, by reason of their training and experience, are peculiarly fitted to assist in the planning, organization, integration and measurement which are essential to keep costs attractive to sponsors, meet competition, render a good public service and make a reasonable profit.

The title "engineer" may be a misnomer, and the term "manager of manufacturing" might best describe his functions. The scope, responsibilities, duties and authority of the job will be discussed in non-technical language, pointing up methods of coordination which should be of interest to station managers as well as engineers.

RESULTS OF EXPERIENCE TO DATE IN COLOR TELEVISION OPERATIONS

By: Robert E. Shelby, Director of Color Television Systems Development, NBC

THIS is a report on the results of NBC's experience in broadcasting compatible color television signals. It relates color television operating and engineering requirements to those of monochrome television and gives data on such matters as technical personnel requirements, training of personnel, techniques of lining up cameras and equipment control room layout, networking field pickups and tube life. Compatibility as it affects the broadcaster is covered, and reports on color film transmission and transmitter operation are included. The talk will be illustrated with color slides and color film.

MR. SHELBY

WORKSHOP SESSIONS

1. Television Film
2. Labor Relations

(See Management Convention agenda for details on these two)

ENGINEERING RECEPTION

6:30 p.m.—Tuesday—Grand Ballroom

Wednesday Morning

Presiding: Dr. William L. Everitt, Dean of the College of Engineering, U. of Illinois, Urbana.

DR. EVERITT

MR. MORLOCK

BASIC COMPONENTS OF COLOR TELEVISION FOR LOCAL ORIGINATIONS

By: William J. Morlock, General Manager, Commercial Equipment Dept.; C. Graydon Lloyd, Manager of Engineering, Broadcast-Commercial Equipment, General Electric Co., and Roland E. Connor, Equipment Engineer, Motion Picture Film Dept., Eastman Kodak.

THIS PAPER describes the basic planning and background of the technical developments of a new continuous motion projector for use in color television, as well as the Chromacoder technique of live pickup programs. The technical and application aspects of the television projector for use with the flying spot scanner are described. Included are descriptions of its optics, an automatic device to provide compensation for film shrinkage, and a means for correction focus to compensate for changes in emulsion position at the picture and sound gate.

MR. LLOYD

MR. CONNOR

The technical requirements for the origination of color television programs with the Chromacoder are discussed. The theory of operation is explained, with emphasis given on application techniques involving slides, film, flying spot scanners and associated cameras, switching and monitoring equipment. The integration of all of these into an overall color system will be discussed.

SIMULTANEOUS COLOR CAMERAS AND TUBES

By: John H. Roe, Group Manager of Television Camera Equipment Group, RCA.

THIS LECTURE will provide a discussion of studio equipment systems required for color pickup on the basis of comparison with current black and white systems. This will be followed by a more detailed discussion of the approach afforded in using simultaneous color cameras with three pickup tubes. Various types of optical systems, such as multiple-lens and single-lens type, will be covered. Details of primary color separating devices also will be included. Problems involved in optical and electrical

Meets your TV needs

EMSCO engineered towers

Be sure your proposed TV tower is designed specifically to meet your requirements. Get the features you want . . . with an EMSCO tower design that is *unconditionally guaranteed.*

EMSCO "Towers of Strength" meet rigid RTMA and AISC standards. As standard equipment on towers in excess of 500′, tower and antenna top are equipped with built-in telephone system providing ground instructions for adjustment, maintenance and repair of electrical equipment. All towers are hot dip galvanized reducing maintenance costs . . . insuring long structural life.

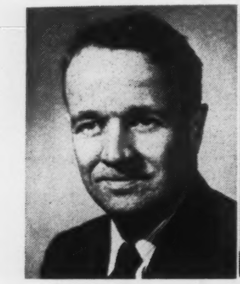
For guyed or self-supporting towers unequalled for safety . . . structural rigidity . . . and economy . . . specify EMSCO. Prompt delivery is assured.

Typical Emsco guyed TV tower Galveston, Texas

EMSCO
TOWERS OF STRENGTH
EMSCO MANUFACTURING COMPANY
LOS ANGELES, CALIFORNIA
Houston, Texas • Garland, Texas

E-182

registry of three images will be discussed together with techniques used for solving them. A discussion of processing of the video signal including aperture compensation and gamma correction will conclude the presentation.


MR. ROE

MR. WENTWORTH

for the "new look"
in remote control systems

see us
at room 747

NARTB
show

the rust industrial company, inc.
RUST INDUSTRIAL CO.
608 WILLOW STREET, MANCHESTER, N.H.

COLOR TELEVISION TEST EQUIPMENT

By: John W. Wentworth, Acting Manager for the Television Terminal Engineering Group, RCA

THE ADVENT of color television has focused increased attention on test equipment, for two major reasons: (1) All equipment handling a compatible color television signal must operate within relatively narrow tolerance limits to avoid distortions, and (2) the color signal itself involves some new parameters which must be measured and controlled accurately. It is the purpose of this paper to discuss the special equipment that has been devised to measure transmission characteristics and to facilitate the alignment and operation of color television equipment.

The four major transmission characteristics that are considered are: (1) amplitude versus frequency, (2) time delay versus frequency, (3) differential gain (linearity), and (4) differential phase. Specialized instrumentation for aligning colorplexers (encoders) and monitors or receivers is also discussed. Emphasis is placed on fundamental approaches and techniques, rather than upon the specific design features of any particular manufacturer.

ROUTINE TESTS AND ALIGNMENT PROCEDURES FOR AMPLIFIERS AND CIRCUITS USED FOR COLOR TELEVISION

By: Howard C. Gronberg, Television Staff Engineer, NBC

COLOR TELEVISION has imposed new and more rigid linearity requirements upon amplifiers and circuits. While many of the test procedures and much of the apparatus developed for monochrome television testing are applicable, newer techniques and more sensitive measuring devices have become necessary to insure satisfactory transmission of the new signals. The article discusses methods and apparatus which will assist the television broadcaster in meeting the more rigid requirements of color television.

MR. GRONBERG

MR. LODGE

Wednesday Afternoon

Presiding: William B. Lodge, Vice President in Charge of Engineering, CBS-TV

COLOR ENCODERS

By: Robert F. Casey and Robert W. Deichert, Circuit Research Laboratories, Allen B. DuMont Labs Inc.

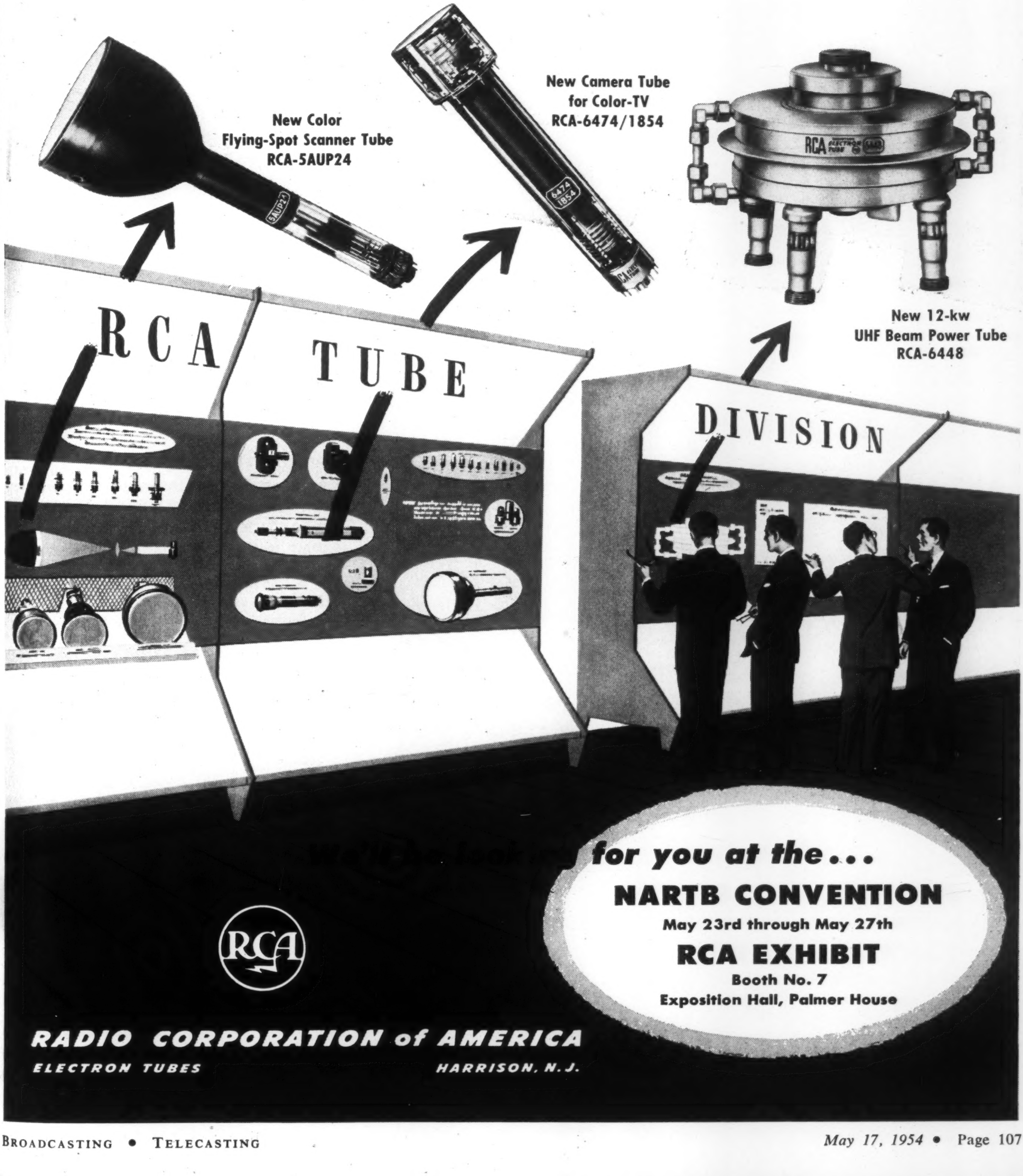
THE PRINCIPLES of encoding simultaneous color video signals to form a composite signal of FCC specifications will be discussed briefly. A commercially available encoder will be described wherein the simultaneous color signals are matrixed directly into I and Q components, bandwidth limited and delay equalized, and translated into subcarrier sidebands with a highly stable balanced modulator utilizing an entirely new concept. Mixing of the chrominance signal with composite sync, reference burst and luminance is accomplished in stabilized circuits, and extremely linear dual output stages preserve the relationship between the signal components. Criteria for judging encoder performance will be elaborated upon.

MR. DEICHERT

MR. CASEY

Be Sure to See...

the important new RCA tube developments displayed at the NARTB Convention


New Color
Flying-Spot Scanner Tube
RCA-5AUP24
New Camera Tube
for Color-TV
RCA-6474/1854
New 12-kw
UHF Beam Power Tube
RCA-6448
RCA
TUBE
DIVISION
5AUP24
6474
1854

We'll be looking for you at the...

NARTB CONVENTION

May 23rd through May 27th

RCA EXHIBIT

Booth No. 7

Exposition Hall, Palmer House

RADIO CORPORATION of AMERICA

ELECTRON TUBES HARRISON, N. J.

COLOR TELEVISION MOTION PICTURE FILM REPRODUCTION

By: Keith E. Mullenger, NBC Development Group.

THIS PAPER will present a general review of the problems encountered in the satisfactory reproduction of color motion picture film on the NTSC color television system. The writer will touch on film dye errors, electronic matrix corrections and gamma correction circuitry required for a wide range of film products normally encountered in a color film operation.

MR. DAVIS MR. MULLENGER

Results achieved using a flying spot scanner and 16mm fast pulldown projector will be discussed. Color negative reproduction will be discussed briefly.

LIGHTING, MAKEUP, COSTUMES AND SETS FOR COLOR TELEVISION

By: Reid R. Davis, Technical Operations Supervisor of Color Television, NBC

TECHNIQUES used in the color studios of NBC will be discussed and illustrated by the use of color slides. The subject has both artistic and scientific aspects, but in this presentation, the limitations necessary for good color television photography insofar as light levels, brightness and color contrasts are concerned will be stressed. Lighting equipment and the methods used in creating artistic pictures within these limitations will be emphasized in this informal talk.

The use of colored lights, costuming, make-up and sets will be illustrated, enabling the guests to decide for themselves what is best for their own operation.

CBS COLOR TELEVISION STAGING AND LIGHTING PRACTICES

By: Richard S. O'Brien, Senior Engineer, CBS-TV

COLOR TELEVISION program production requires more stringent studio practices than does monochrome television. Camera and system adjustments must be made more precisely, the maximum scenery reflectance level must be reduced, the color balance of the studio illumination must be controlled, a higher light level must be provided and effects light ratios must be reduced. Careful attention to these aspects, in accordance with procedures outlined in this paper, together with an understanding of the fundamental difference between color and luminance contrast, makes possible satisfactory simultaneous reproduction in both color and monochrome.

MR. O'BRIEN MR. WITTLIG

SPECIAL TELEVISION EFFECTS

By: Paul F. Wittlig, Manager of New Effects Development, CBS-TV

WITH THE AID of film clip illustrations, this paper tells how to produce some very good television effects. Both the equipment and techniques used, as well as the result on camera as seen by the viewer, are shown on film. Included in the equipment are some new devices which attach to cameras. Among the effects shown will be background projection, photo matting and electronic matting.

SAVE A SEAT FOR THE ENGINEER

By: Harold E. Fellows, President, NARTB

EXCELLENCE in broadcast engineering is vital to any station located in a competitive market. Mr. Fellows outlines the reasons for engineering requirements, and describes the nature of the "seat" that can be occupied only by the engineer. He gives some suggestions to the engineer as to how to obtain the "seat" and, conversely, how he may appear to management. Some of the idiosyncrasies surrounding the engineer for years are broken down and explained in their true light from his experience as a practical broadcast station manager.

MR. FELLOWS

first...when seconds count!

Commercials fall into place—accurately—with the Fairchild 530. Exact timing of transcribed program material is assured with this superior transcription turntable.

Unsurpassed in broadcasting—telecasting applications—synchronous at all three speeds—it reaches stable speed in minimum time without overshoot. Noise and rumble are virtually non-existent.

In the entire field, no similar unit matches the performance of the Fairchild 530—*first . . .* when seconds count!

* *Write for illustrated literature and prices*

FAIRCHILD RECORDING EQUIPMENT

TENTH AVENUE, WHITESTONE, N. Y.

Thursday Morning

Presiding: Earl M. Johnson, Vice President in Charge of Engineering and Station Relations, MBS

MR. JOHNSON

MR. VANDIVERE

AUTOMATIC EDITING AND SEQUENCING OF MAGNETIC TAPE

By: Edgar F. Vandivere Jr., Partner, Vandivere, Cohen & Wearn

A METHOD will be described for the application of a reliable subaudible cue signal on magnetic tapes which already carry program material. Various applications will be discussed and demonstrated, such as the use of cue signals in the automatic editing of magnetic tapes; their use in the automatic starting or stopping of tape reproducers on the recorded cue signal; the automatic operation of a slide or film projector accompanying a tape recording; etc.

REMOTE CONTROL OF TRANSMITTERS

By: Thomas W. Forget, Plant Manager, Rust Industrial Co.

A BRIEF history of remote control systems and the general requirements and specific needs of broadcast remote control are given. This paper suggests a simple solution to most remote control requirements. DC remote control is reviewed along with case studies based on the first year's experience in many stations after the FCC rule change. The application to stations of 10 kw and higher power, and the problems of applying remote control to directional stations are discussed. Predictions are made for the extension of remote control to new broadcast uses.

MR. FORGET

MR. HALSTEAD

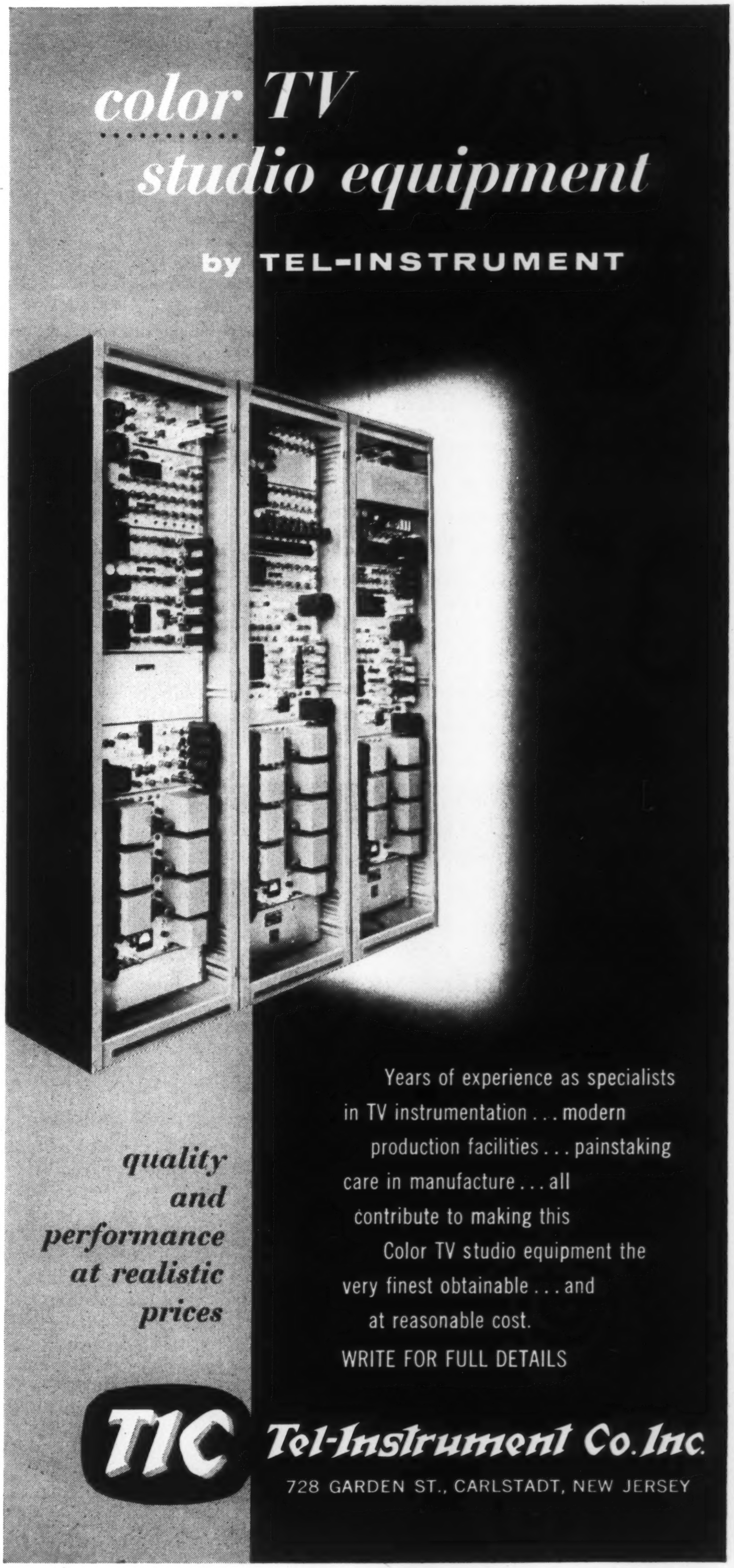
FM BROADCAST MULTIPLEXING

By: William S. Halstead, President, Multiplex Development Corp.

A REVIEW of the development of fm broadcast multiplex techniques, beginning with reference to the pioneering tests of wideband multiplex systems by Armstrong in the early 1930's.

Results of post-war development of low-level broadcast multiplex techniques of relatively narrow bandwidth will be described. In these low-level techniques, additional program channels are multiplexed on the carrier of a conventional fm broadcast transmitter without interfering with normal reception of high fidelity programs on the main channels.

The paper will be directed specifically toward the practical aspects of multiplexing from the



Years of experience as specialists in TV instrumentation . . . modern production facilities . . . painstaking care in manufacture . . . all contribute to making this Color TV studio equipment the very finest obtainable . . . and at reasonable cost.

WRITE FOR FULL DETAILS

TIC Tel-Instrument Co. Inc.
728 GARDEN ST., CARLSTADT, NEW JERSEY

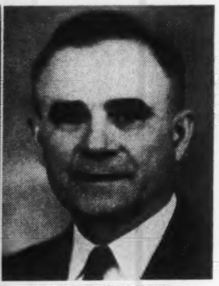
viewpoint of the fm broadcast stations.

ALLOCATION PHILOSOPHY

By: Curtis B. Plummer, Chief, Broadcast Bureau, FCC

THE UTILIZATION of our broadcast frequencies is closely related to our national objective of what we desire to achieve as an over-all result. The amount of capital investment in radio equipment, both transmitting and receiving, bears a relation to the amount of intelligence a kilocycle of radio spectrum may convey each hour. It is still possible to make our most crowded frequencies do more for us.

MR. PLUMMER


MR. McDONELL

Thursday Afternoon

Presiding: William J. McDonell, Regional Manager, FCC, Chicago, Ill.

OPTIMUM PERFORMANCE OF IMAGE ORTHICONS AND VIDICONS IN BROADCAST SERVICE

By: Robert G. Neuhauser, Engineer in Charge, Pickup Tube Design, RCA

THIS PAPER discusses the life and performance of the image orthicon and the vidicon in broadcast service. It is shown that the conditions which give best performance of image orthicons also produce longest life. The mechanism of "sticking," the primary cause for retirement of image orthicons, is outlined, and the effects of operating conditions on "sticking" are explained. Sensitivity, operating temperature, shielding, relative illumination levels, and their effects on life and performance are also discussed.

A brief description is given of characteristics of the vidicon with respect to broadcast requirements. Conditions necessary to achieve satisfactory performance of vidicons and of other types of camera tubes, both for film pickup and for direct pickup, are discussed.

MR. NEUHAUSER

MR. CALDWELL

TELEVISION PREVENTIVE MAINTENANCE UNIQUE TO THE TELEVISION TRANSMITTING SYSTEM

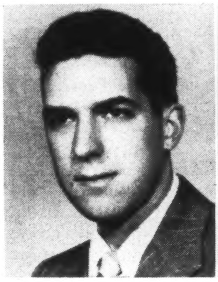
By: Philip G. Caldwell, Manager of Engineering, Western Division, ABC

THAT UNIQUE maintenance problems exist in the operation of a television transmitter as compared to a familiar am transmitter is fairly obvious. They are due, basically, to two factors: First, the comparatively high radio frequencies involved, and second, the wide bandwidth handled by the picture transmitter. This paper describes various specific maintenance problems and also presents a brief description of rapid checking techniques that are being used today in an effort to speed up maintenance and to assure that it will also be of maximum effectiveness.

ELECTRONIC VIDEO SWITCHING

By: Benjamin Adler, Owner, and Louis Katz, Head, Development Staff, Adler Communications Labs

GENERAL requirements for switching of video signals are discussed. A method is shown for meeting these requirements electronically through the use of cathode followers as switching tubes. Timing of switching and quality of signal transfer are analyzed mathematically.


MR. KATZ

MR. ADLER

We'll See You in

Room 738

NARTB CONVENTION

Palmer House, Chicago, May 23

with the NEW

ACL ELECTRONIC VIDEO SWITCH GEAR

- *Complete station-simulated operating demonstration . . . with composite and non-composite signals!*
- *Entire ACL equipment line . . . Video and Audio . . . on view!*
- *Introducing the advanced new ACL Master Monitor!*

ACL

ADLER COMMUNICATIONS LABORATORIES

and its TV Station Equipment Subsidiary ACL PRODUCTS, INC.

One LeFevre Lane, New Rochelle, N. Y. New Rochelle 6-1620

Methods are offered for accomplishing lap and gap switching as required for studio and master control purposes. A circuit is described for reducing cross-talk to better than 45 db. An analysis is shown for obtaining optimum transfer characteristics. Practical commercial electronic switch gear is described.

THE DUMONT TELECENTER—PART 1 VIDEO PATCHING SYSTEM

By: Rodney D. Chipp, Director of Engineering, DuMont Tv Network

IN THE broadcast field it is standard practice to design audio systems using jacks with "normal" contacts. This provides for emergency re-routing of circuits, substitution of spare equipment, and general flexibility of operation. The standard video jacks available at the present time cannot be used for this type of system design. Some television stations have adopted audio jacks and patch plugs for video use, and have had good results. This paper will describe in detail the use of standard audio gear in an extensive video installation at the new DuMont Telecenter in New York. The flexibility of the system, and the substantial savings involved, will be discussed.

MR. CHIPP

MR. BROWN

THE DUMONT TELECENTER—PART 2 VIDEO SWITCHER AND EFFECTS AMPLIFIER

By: Robert I. Brown, Technical Facilities Engineer, DuMont Tv Network

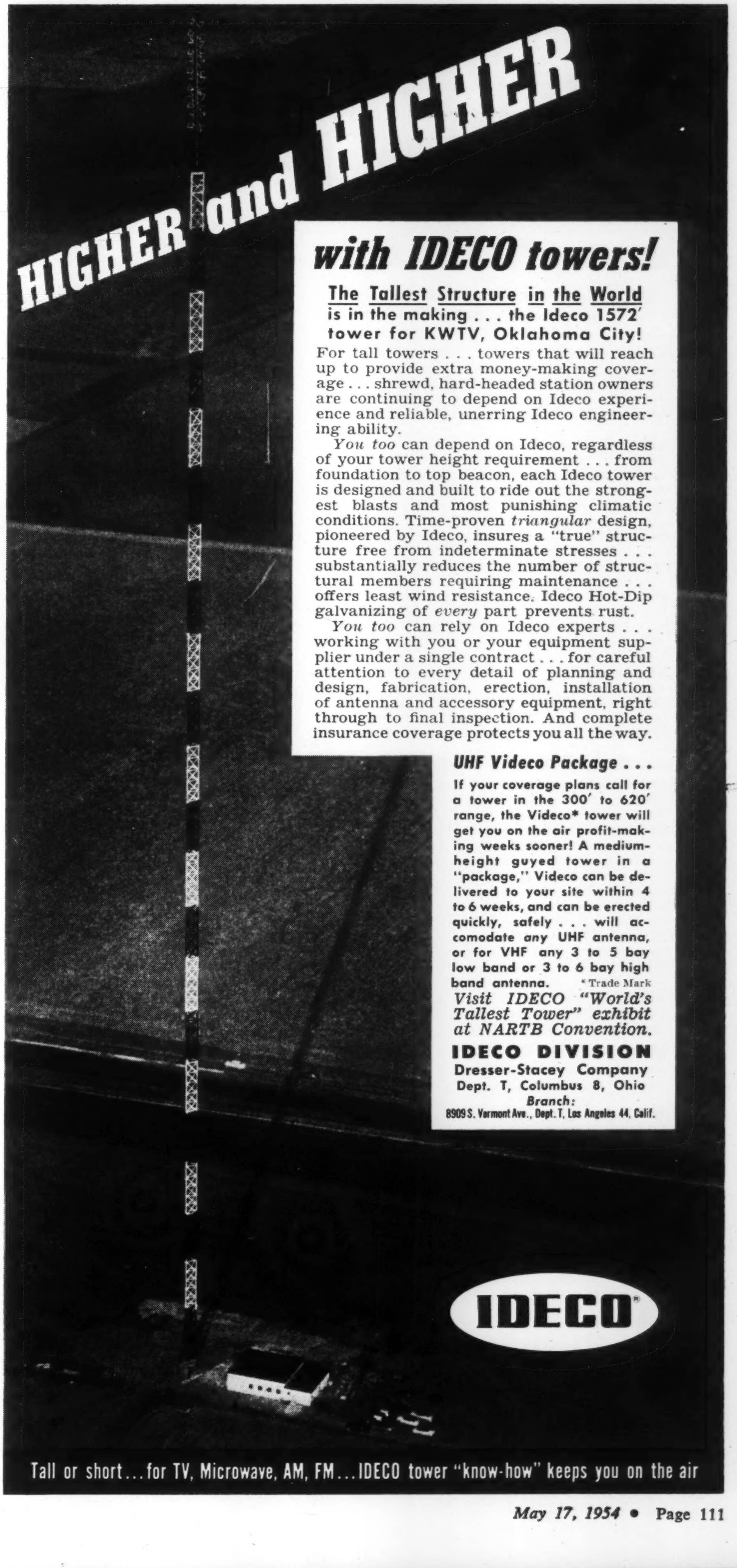
THE USE of many video effects has become common practice on network programs, and the present-day program requirements are such that engineering must supply much diverse and complex equipment. The DuMont Broadcasting Division has developed a special effects amplifier for installation in the New York Telecenter. This paper will describe the design and operation of these units, with emphasis on functional details. Any nine non-composite signals can be electronically or manually superimposed, faded, or lapped. Any two of the nine channels can be wiped, matted or masked by a "To-From" switch selecting the positive or negative special effects blanking for each channel.

THE DUMONT TELECENTER—PART 3 AUDIO CONSOLE DESIGN

By: Robert F. Bigwood, Manager of General Engineering Dept., DuMont Tv Network

MR. BIGWOOD

OPERATIONAL experience in television programming quickly indicates that the audio system is complicated by the rapid sequence of program situations, effects which must be coordinated with camera movement or switching, and by the increased need for cueing circuits, playback channels, sound reinforcing and applause controls. To be described is an audio control console, providing convenient operation of these functionally necessary cir-



HIGHER and HIGHER

with IDECO towers!

The Tallest Structure in the World is in the making . . . the Ideco 1572′ tower for KWTV, Oklahoma City!

For tall towers . . . towers that will reach up to provide extra money-making coverage . . . shrewd, hard-headed station owners are continuing to depend on Ideco experience and reliable, unerring Ideco engineering ability.

You too can depend on Ideco, regardless of your tower height requirement . . . from foundation to top beacon, each Ideco tower is designed and built to ride out the strongest blasts and most punishing climatic conditions. Time-proven *triangular* design, pioneered by Ideco, insures a "true" structure free from indeterminate stresses . . . substantially reduces the number of structural members requiring maintenance . . . offers least wind resistance. Ideco Hot-Dip galvanizing of *every* part prevents rust.

You too can rely on Ideco experts . . . working with you or your equipment supplier under a single contract . . . for careful attention to every detail of planning and design, fabrication, erection, installation of antenna and accessory equipment, right through to final inspection. And complete insurance coverage protects you all the way.

UHF Videco Package . . .

If your coverage plans call for a tower in the 300′ to 620′ range, the Videco* tower will get you on the air profit-making weeks sooner! A medium-height guyed tower in a "package," Videco can be delivered to your site within 4 to 6 weeks, and can be erected quickly, safely . . . will accomodate *any* UHF antenna, or for VHF any 3 to 5 bay low band or 3 to 6 bay high band antenna. * Trade Mark

Visit IDECO "World's Tallest Tower" exhibit at NARTB Convention.

IDECO DIVISION
Dresser-Stacey Company
Dept. T, Columbus 8, Ohio
Branch:
8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.

IDECO

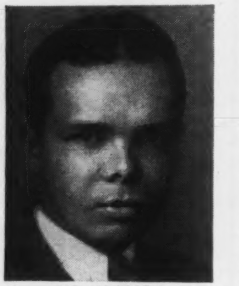
Tall or short . . . for TV, Microwave, AM, FM . . . IDECO tower "know-how" keeps you on the air

cuits, meanwhile, maintaining reasonable size. Experience in the use of this equipment at the DuMont Telecenter shows that technicians quickly fit operating habits to the more compact and somewhat different mechanical aspects of the console.

TECHNIQUE OF TELEVISION STATION COVERAGE MEASUREMENT

By: James C. McNary, Consulting Engineer

ILLUSTRATIVE examples will be shown of television station field intensity contour maps prepared from surveys employing modern technique. The apparatus with which measurements are made, as well as its care and limitations, will be discussed, together with the technique and requirements for mobile field intensity measurements at antenna elevations of 10 feet and 30 feet.



MR. McNARY

Two Representative Firms Set NARTB Convention Plans

TWO station representative firms last week announced details of their plans to participate in the NARTB Chicago convention.

Avery-Knodel Inc. plans to start mailing this week several hundred brass keys of the standard door-key type to station, agency and advertising representatives who are expected to be in Chicago for the NARTB convention next week. Each key is attached to an invitation to visit the station representative firm's suite in the Hotel Morrison, with copy built around the firm's initial letters—"A-K . . . A Key to increased sales." As an added attraction, a company spokesman said, some of the keys which open a "treasure chest" located in the A-K suite, will entitle the holders to prizes valued at about $40 each.

H-R Representatives Inc. and H-R Television Inc. will have convention headquarters in Suite 2431 at the Hotel Morrison. Visitors will receive the H-R "peddler" neckties.

MAAC REVIEWS MBS' PARTICIPATING SPOT, MERCHANDISING PLAN; CHICAGO STUDY SET

Mutual Affiliates Advisory Committee reportedly approves Mutual's participating announcements plan, but is critical of the merchandising project. All affiliates will study the proposals at Chicago May 23 or 24.

PROPOSALS by Mutual for expanding the sale of participating announcements by the network, and for MBS affiliates' participation in an extensive merchandising project on behalf of advertisers were considered by the Mutual Affiliates Advisory Committee last week and are slated to come up for study at a meeting of the MBS affiliates at the NARTB convention.

Highlights of the two plans:

- Mutual would be allowed to sell participating announcements in network shows broadcast "during any one 30-minute period in Mutual option time within the 8 a.m.-1 p.m. local time segment of any day or days and during any one 30-minute period, in Mutual option time, within the 1 p.m.-6 p.m. local time segment of any day or days"; the station could sell locally any announcement availabilities not sold by Mutual in such participation shows. But in return for this right the station would "receive no compensation for the first participating announcement sold by Mutual in any participating program."
- Similarly, Mutual might add other participating programs up to the 30 minutes in length in network option time "within any such segment"—8 a.m.-1 p.m.; 1-6 p.m., and 6 p.m.-12 midnight—"in which it then has participation programming pursuant to this agreement, provided . . . that no existing participating program in that time segment then has not sold 50% or more of all the participating announcements available for sale in such programs as designated by Mutual";
- In merchandising, the MBS affiliates would make personal calls—ranging from 10 to 85 per month per station—on "important manufacturers' representatives . . . and retail outlets designated by Mutual"; broadcast daily a 60-second announcement in behalf of "special promotions" for Mutual advertisers, and carry a weekly quarter-hour program from Mutual "on the plan of interest to listeners and local dealers."

The MAAC reportedly gave its general approval to the proposal for sale of participations, on the grounds that it would be advantageous competitively, but was critical of the merchandising proposal—especially the idea of making this a part of the network contract.

Both plans, as advanced by Mutual, would become effective Oct. 1 through amendments of the network affiliation contracts.

The Chicago meeting of all affiliates is expected to be held either May 23 or 24, at the Palmer House's Governors Suite.

Mutual President Thomas F. O'Neil headed the network delegation to the MAAC meeting, held Monday in New York. Other network speakers included Herbert Rice, programs vice president, who pointed up plans to strengthen the MBS Sunday mystery program block in the fall, and Adolf N. Hult, sales vice president, who noted MBS' first-quarter is up 5.1%.

In explaining the plan to expand the sale of participations, officials said that the present operation of the network's "multi-message plan" limits the network's opportunities to add advertisers in that, for instance, with Camel cigarettes as one participation sponsor, other cigarette advertisers cannot be added. The new plan would open up additional "multi-message" periods in addition to the present 8-8:30 p.m. periods Monday through Friday and two half-hours on Sunday. Under the present format, affiliates are provided 8:30-9 p.m. periods through the week to sell locally, on condition that they also carry the 8-8:30 p.m. multi-message programs.

Texts of Mutual's two proposals, in their major portions, were reported as follows:

PARTICIPATIONS

1. Mutual may sell network participating announcement in network program broadcast during any one 30-minute period in Mutual option time, within the 8 a.m.-1 p.m. local time segment of any day or days and during any one 30-minute period, in mutual option time, within the 1 p.m.-6 p.m. local time segment of any day or days (including therein the customary opening and closing billboards), subject to the following terms and conditions:

(A) Mutual shall advise broadcasters of the maximum number of participating announcements available for sale by Mutual in each such program (hereinafter called "participating program").

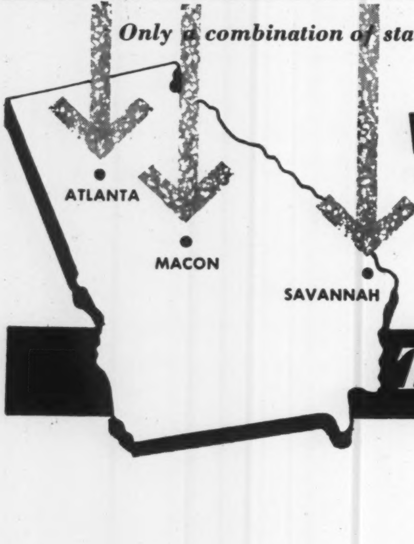
(B) Broadcaster may sell locally the participating announcements not sold by Mutual in any participating program and retain for itself the proceeds of such sales, provided, however, that Mutual may at any time recapture for itself such participating announcements availabilities by giving broadcaster not less than 28 days prior notice of recapture.

(C) In consideration for the rights granted broadcaster to sell locally participating announcements not sold by Mutual in any participating program as prior in Sub-paragraph (B) of this Paragraph 1, broadcaster shall receive no compensation for the first participating announcement sold by Mutual in any participating program. Unless the station is a bonus station broadcaster shall receive for each participating announcement after the first participation sold by Mutual in any participating program, unit hour credit determined by dividing the unit hour value for the length of the entire program (determined in accordance with Section 4 (D2A) of the affiliation contract) by one less than the number of participating announcements available for sale in such programs as designated by Mutual. If the station is a bonus station, broadcaster shall receive no compensation whatever with respect to any participating announcements sold by Mutual in any participating program.

(D) A participation program shall be determined to be a Mutual commercial program for the purpose of Article 5 and Paragraphs (A) and (B) of Article 4 of the affiliation contract.

2. If Mutual shall discontinue its Series A, B programming after Dec. 13, 1954, then Mutual may add participating program during any one 30-minute period in Mutual option time, within the 6 p.m.-12 midnight local time segment of any day or days on the same terms and conditions as set forth in Paragraph 1 hereof.

Only a combination of stations can cover Georgia's major markets.



WAGA
ATLANTA
5000 w
590 kc
CBS Radio

WMAZ
MACON
10,000 w
940 kc
CBS Radio

WTOC
SAVANNAH
5000 w
1290 kc
CBS Radio

The Georgia Trio

represented individually and as a group by

The KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

3. Reference is made to the above mentioned three time segments in each day; namely 8 a.m.-1 p.m., 1 p.m.-6 p.m. and 6 p.m.-12 midnight, all local station time. Mutual may add on any day or days, on the same terms and conditions as set forth in Paragraph 1 hereof, participating programs of not more than 30 minutes in length in Mutual option time within any such time segment in which it then has participation programming pursuant to this agreement, provided, however, that no existing participation program in that time segment then has not sold 50% or more of all the participating announcements available for sale in such programs as designated by Mutual. . . .

MERCHANDISING

1. Broadcaster will participate in and support the Mutual plus-value merchandising plan (hereinafter called "the plan") and broadcaster will in connection therewith, do the following:

(A) Broadcaster will make personal contact calls on important manufacturers representatives (including chain jobbers and wholesalers) and retail outlets designated by Mutual, utilizing in connection with these calls the "Plus Value Marketer" book of broadcasting special promotion to be furnished by Mutual. Broadcasters will make during each successive monthly period, not less than one such personal contact call for each two dollars ($2) of station rate as set forth in the affiliation contract; provided, however, that in no event will any station, regardless of its station rate, be obligated to make less than 10 nor more than 85 such personal contact calls during each such monthly period. Bonus stations will be obligated to make not less than 10 such personal contact calls during each monthly period.

(B) Broadcaster will broadcast on the station each day, at times deemed appropriate by the broadcaster, one 60-second spot announcement employing "Plus-Value" copy supplied by Mutual setting forth the various Mutual advertiser "special promotions" schedule that week on a nationwide basis.

(C) Mutual will broadcast from 5:45-6 p.m. New York City time on Saturday of each week or during some other weekly 15-minute period cleared in advance with broadcaster, its "Plus-Value Report" program which will be in effect a "headquarters show" on the plan of interest to listeners and local dealers. Broadcaster will carry this program either at the network release time or on a delayed basis at another time deemed appropriate by broadcaster.

(D) Broadcaster will prepare and submit to Mutual's promotion department on or before the 15th day of each month an affidavit report in a form designated by Mutual, and which will set forth, with respect to the immediately preceding month, information as to the personal contact calls made by broadcaster as provided in Paragraph (A) hereof, as to the scheduling of the daily 60-second spot announcement referred to in Paragraph (B) hereof, as to contacts with the wholesale trade and with Mutual advertiser, field sales representatives and as to the the other items set forth in the report form. . . .

Victor C. Diehm, WAZL Hazleton, chairman of MAAC, was in charge of last week's meeting. Other MAAC members on hand were Carter Peterson, WCCP Savannah, Ga.; Jack Younts, WEEB Southern Pines, N. C.; Mort Watters, WCPO Cincinnati; Hugh Potter, WOMI Owensboro, Ky.; Don Campbell, WILD Birmingham; Bob McRaney, WCBI Columbus, Miss.; John Walter, WJPG Green Bay, Wis.; Nick McKeller, KVOX Moorhead, Minn.; Boyd Kelly, KTRN Wichita Falls, Tex.; Wendell Mays, KBWD Brownwood, Tex.; Col. Lowder, KFEL Denver; Rex Howell, KFXJ Grand Junction, Colo. Absent was Roy Thompson, WRTA Altoona, Pa.

'Home' at Gimbel's

IN WHAT was described as "the first major promotional tie-up between a national tv program and a leading department store," NBC-TV's *Home* series (Mon.-Fri., 11-12 noon, EDT) will present a special shopping tour of Gimbel's Dept. Store in Philadelphia this Thursday. The major portion of *Home* will originate from Gimbel's and all merchandise seen on the various segments of the show—fashions, home furnishings, shopping news items and sponsors' products—will come from the store's stock. It is said to be the first in a series of similar promotions being planned by the *Home* unit and the NBC Merchandising Dept. with various department stores throughout the country.

New Affiliates Raise ABC-TV Total to 196

SEVEN more stations have joined ABC-TV as affiliates, raising total number of affiliates to 196, Alfred R. Beckman, national director of the ABC station relations department, announced last week. New affiliates are:

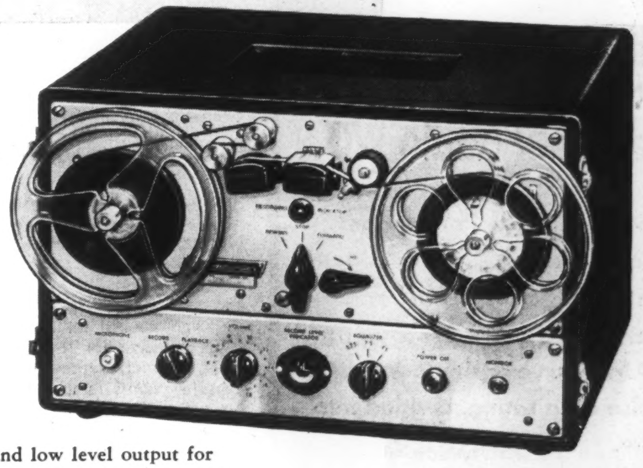
WAPA-TV San Juan, P. R., (ch. 4), owned and operated by WAPA-TV Inc. with Jose R. Quinones as general manager; WALB-TV Albany, Ga. (ch. 10), owned and operated by the Herald Pub. Co., with Tom Stillwagon as general manager; WGAN-TV Portland, Me. (ch. 13), owned and operated by Guy Gannett Broadcasting Services Inc., with C. E. Gatchell as general manager.

KGEO-TV Enid, Okla. (ch. 5), owned and operated by Streets Electronics Inc., with George Streets as general manager, effective June 1; WMAZ-TV Macon, Ga. (ch. 13), owned and operated by Southeastern Broadcasting Co. with Wilton E. Cobb as general manager, effective June 13; WKST-TV Newcastle, Pa. (ch. 45), owned and operated by WKST Inc., with S. W. Townsend as general manager, effective Sept. 1, and WTIK-TV Durham, N. C. (ch. 11), owned and operated by Durham Broadcasting Enterprises, with Harmon Duncan as general manager.

Now for the first time—
a Magnecorder under $300

the new M30
professional tape recorder

Now broadcast stations can buy extra Magnecorders at an unheard-of low price! Using the same tape drive system as the famous PT6 and PT63 Magnecorders, the M30 is precision built to the professional standards that have made Magnecorder the 3-to-1 choice of radio engineers.



Also available with built-in speaker

The M30 is equipped with monitor jack and high and low level output for external amplifier. Model M33 at slightly higher cost includes power output stage and integral PM speaker in addition to high fidelity output. See your dealer, listed under "recorders" in the classified telephone directory.

See your dealer for
NEW LOWER
PRICES ON
PROFESSIONAL
MAGNECORDERS

magnecord, inc.

DEPT. B-5 | 225 WEST OHIO STREET
CHICAGO 10, ILLINOIS

NETWORKS SELECT NARTB DELEGATES

RADIO and television networks last week were completing preparations for the NARTB convention in Chicago May 23-27.

ABC delegation, which will headquarter in the Palmer House's Presidential suite, room 2250, will be headed by Ernest Lee Jahncke Jr., vice president and assistant to the president.

Others who will attend are: Alexander Stronach Jr., vice president in charge of ABC-TV; Frank Marx, vice president in charge of engineering and general services; Alfred R. Beckman, national director of stations relations departments; Charles Godwin, assistant to Mr. Jahncke; and Ralph Hatcher, Ned Hullinger, Malcolm (Bud) Laing, Donald S. Shaw Jr. and William Wylie, regional managers of the stations relations departments.

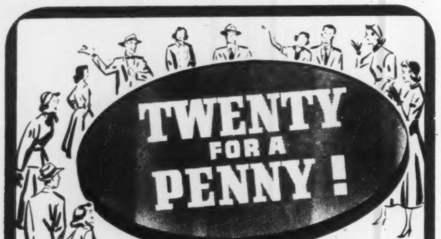
NBC representatives will headquarter in Rooms 1627W-1630W, Palmer House. Among the group will be Sylvester L. (Pat) Weaver Jr., president; Robert W. Sarnoff, executive vice president; David C. Adams, vice president for network administration; Harry Bannister, vice president in charge of station relations; Charles R. Denny, vice president in charge of owned-and-operated stations and National Spot Sales; Carl Stanton, vice president in charge of Film Division; Barry Wood, color coordinator; O. B. Hanson, vice president and chief engineer; William H. Fineshriber Jr., vice president in charge of radio network; Emanuel Sacks, vice president of NBC and RCA; William S. Hedges, NBC vice president for integrated services; Sheldon B. Hickox, director of station relations; Thomas Knode, manager of station relations; Thomas McFadden, director of National Spot Sales.

CBS-TV delegation, which will make its headquarters in Palmer House suite 2227W-2231W, will consist of J. L. Van Volkenburg, president; Herbert V. Akerberg, vice president in charge of station relations; Merle S. Jones, vice president in charge of owned stations and general services; Charles A. Snyder, director of station relations; Robert Wood, assistant director of station relations; Robert F. Jamieson, sales service manager; William B. Lodge, vice president in charge of engineering; Richard S. O'Brien, general engineering department; Craig Lawrence, general manager, WCBS-TV New York; H. Leslie Atlass, vice president, Central Division; James T. Aubrey, general manager, KNXT (TV) Los Angeles, and Richard S. Salant, CBS Inc.

Mutual's Setup

Mutual will maintain headquarters in the Governor's Suite, Palmer House. Representatives will be Thomas F. O'Neil, president; J. Glen Taylor, administrative vice president, policy; Adolph N. Hult, vice president for sales; Robert Schmid, vice president for advertising, research and public relations; Earl M. Johnson, vice president for station relations and engineering; James E. Wallen, vice president for finance; Herbert Rice, vice president for programming; B. J. Hauser, vice president for talent development; John Poor, general counsel, General Teleradio Corp.; Robert Carpenter, director of station relations; Thomas Duggan, station contact representative for the West; John Buning, station contact representative for the South; Charles King, station representative for the East; Roy Danish, director of commercial operations; Francis X. Zuzulo, director of public relations and press information, and George Ruppel, treasurer.

DuMont Television Network group, headed by Ted Bergmann, managing director, will have its headquarters in Suite 2050W of the Palmer House. Others attending will be Donald McGannon, assistant director of broadcasting; Elmore B. Lyford, director of station relations; Robert L. Coe, manager of station relations; E. G. Koehler, area supervisor, station relations, and Merriman Holtz, manager of film syndication.


TWENTY FOR A PENNY!

Reach Twenty People for a Penny on Regional Radio WOW

Average hourly time periods, morning thru night (Monday—Saturday) used as base. Cost per 1,000 computed using SAMS survey, times WOW Pulse area rating, divided into rate.

REGIONAL RADIO
WOW
OMAHA 590 · NBC Aff.
A Meredith Station
JOHN BLAIR & CO., Rep.

SAMUEL HODGES (2d r), president of the Poor Richard Club in Philadelphia, greets Barry Woods (3d l), NBC-TV color programming head, as he welcomes NBC-TV personnel who took part in a color tv panel discussion at a club luncheon last month. Among those present: (l to r) Richard Day, NBC-TV chief color consultant; Rolland Tooke, general manager, WPTZ (TV) Philadelphia; Mr. Woods; Dr. Robert Shelby, NBC-TV color engineering head; Mr. Hodges, and Michael Horton, director of public information for NBC-TV color. Westinghouse's electrically-controlled seven-foot robot, Elektro, performed in two shows for the luncheon meeting.

NBC Radio Changing Compensation Plan

Affiliates to be compensated for time on 'clock' basis, which network officials describe as move to use same system as that of other networks.

NBC Radio is switching to the "Clock Hour" basis of compensating affiliates, it was learned last week.

In a move described by network officials as designed to put NBC Radio on a competitive footing with other networks in this respect, the company is letting affiliates know—as their contracts come up for renewal—that the "Clock Hour" system must supplant the so-called "converted hour" basis used in the past.

The changeover has been in progress for "four or five months," according to NBC authorities and thus far has received "100% acceptance" from the affiliates contacted.

NBC officials said CBS Radio and other networks have used the clock-hour basis "for a long time" and that, in the interests of flexibility in selling, NBC feels it must adopt the same basis in order to "meet the competition."

The clock-hour system means that compensation to an affiliate for, say a quarter-hour program is based on 25% of the station's one-hour rate instead of 40% of the hour rate, and that the pay for a half-hour program is based on 50% instead of 60% of the one-hour rate.

Officials of NBC Radio said the change was deemed necessary "purely as a competitive matter."

Meanwhile, the demands of some affiliates for an NARTB convention meeting of NBC Radio affiliates opposing the network's "participations" method of selling [B•T, May 3] appeared to be dying down.

The count of affiliates rejecting the Chrysler Corp. Plymouth Div.'s order for participation in *Fibber McGee and Molly, Roadshow,* and *Weekend* was about "nine or ten" out of some 200 stations, according to unofficial reports,

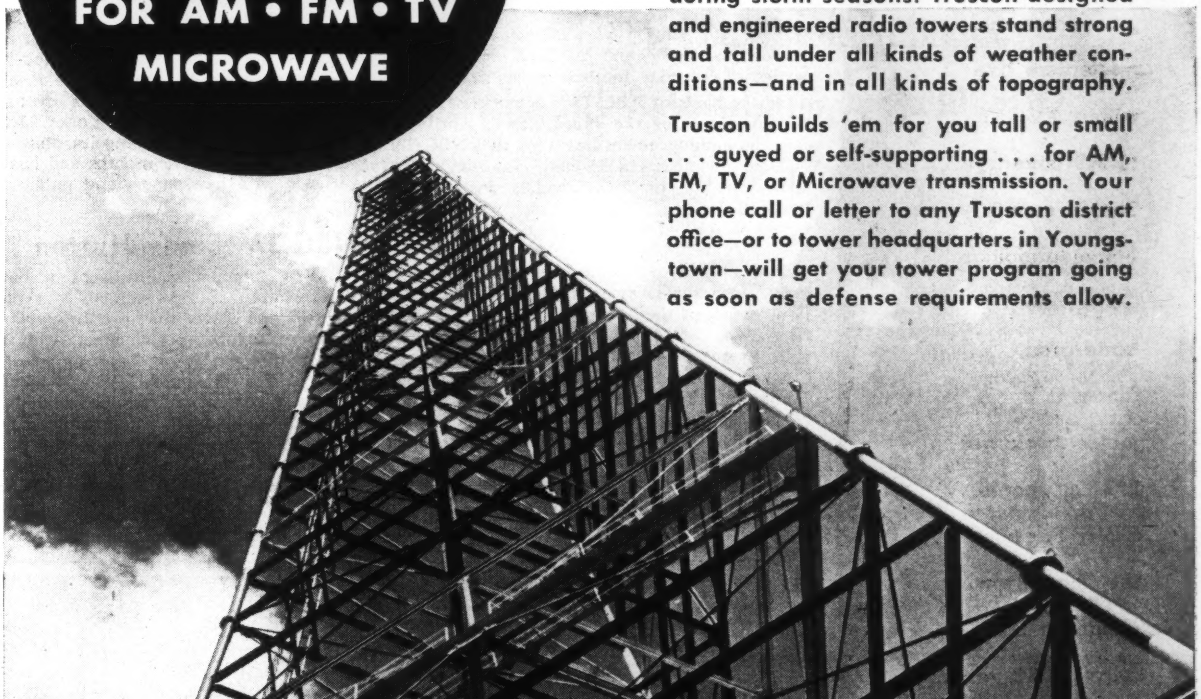
TRUSCON STEEL TOWERS

FOR AM • FM • TV MICROWAVE

year 'round reliability for 'round-the-clock programing

When your towers are by Truscon, there's less chance of your log reading "off the air" during storm seasons. Truscon-designed and engineered radio towers stand strong and tall under all kinds of weather conditions—and in all kinds of topography.

Truscon builds 'em for you tall or small . . . guyed or self-supporting . . . for AM, FM, TV, or Microwave transmission. Your phone call or letter to any Truscon district office—or to tower headquarters in Youngstown—will get your tower program going as soon as defense requirements allow.



TRUSCON
MARK OF MERIT PRODUCTS

TRUSCON®
a name you can **build** on

TRUSCON STEEL DIVISION
REPUBLIC STEEL
1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N.Y.

what's cooking in Coffeyville?

2,750,000 prosperous midwesterners live within KGGF's ½ MV coverage. The 10 county non-metropolitan Coffeyville trade area, alone, is a major market of 271,300 people. KGGF has been the "home town" station to these folks for 23 years. Ask Weed & Co. about KGGF . . . 10 kw (d) and 5 kw on clear channel 690 kc.

KGGF

690 KC ABC
COFFEYVILLE, KANSAS

and leaders of the contingent demanding a meeting in Chicago next week indicated they held out little prospect for such a session.

Plymouth meanwhile extended its participations order for an additional week—from two weeks to three—and added a week also to its two-week purchase, effective May 4, of the Tuesday and Thursday 9:30-9:35 p.m. John Cameron Swayze newscasts [CLOSED CIRCUIT, May, 10]. Agency for Plymouth is N. W. Ayer & Son. New York and Philadelphia.

Canadian Pro Grid Slate Scheduled by NBC-TV

SHARP competition was indicated last week between NBC-TV and ABC-TV in the telecasting of Saturday football games next fall.

On the heels of ABC-TV's acquisition of the NCAA *Game of the Week*, [B•T, April 26] came an announcement last week that NBC-TV planned to telecast a 13-game Saturday afternoon schedule of the Canadian Professional Football League. The telecasts will be presented at approximately the same time on both NBC-TV and ABC-TV.

The 13-game schedule over NBC-TV will include the regular games of the Eastern Big Four teams of the league—Montreal, Toronto, Ottawa and Hamilton—and the playoff games with the leaders of the Western Division—Calgary, Vancouver, Winnipeg, Regina, and Edmonton. The schedule will begin on Aug. 28 and end on Nov. 20.

CBC will provide television pickups through Buffalo by microwave, but NBC-TV will carry its own commentary. It was reported that most of the games will be presented on CBC at the same time.

Negotiations were conducted in Ottawa by Thomas S. Gallery, sports director of NBC; Lew Hayman, chairman of the league's television committee, and J. A. Ouimet, general manager of CBC.

An NBC-TV spokesman said last week that no sponsor has yet been selected for the series.

ABC Ups Barkhurst, Hardin

PROMOTIONS of Jon Barkhurst to director of promotion, publicity and merchandising for ABC's o&o KGO-AM-TV San Francisco, and Robert P. Hardin to director of promotion and publicity for ABC Radio's Western Division and KABC Los Angeles, were announced last week.

Mr. Barkhurst, who has been ABC Western Division director of radio promotion and publicity for the past 18 months, previously served as eastern advertising manager for *Printer's Ink* and as an industrial relations executive for Rockefeller Center in New York. Mr. Hardin has been with the Los Angeles office of ABC Radio for the past 15 months and has had experience with newspapers and public relations firms.

NBC-TV Signs Hutton

NBC-TV announced last week it has signed Betty Hutton, musical comedy star of motion pictures and stage, to open the network's fall series of color "spectaculars," with the first presentation to be on *Your Show of Shows*, Sept. 12, 7:30-9 p.m., EDT.

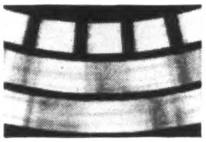
Max Liebman will produce and direct two such hour-and-a-half compatible color television programs each four weeks during the 1954-55 season. One will be presented every fourth Saturday, 9-10:30 p.m. EDT, and the other every fourth Sunday, 7:30-9 p.m., EDT. The second production in the series will be carried on Sept. 25.

DAYTIME television user, Wynn Oil Co., orders thrice weekly participation on NBC-TV's *Today* for 52 weeks starting June 1. Making arrangements are (l to r): seated, N. S. (Scotty) Maxwell, firm's vice president and advertising director; John Storke, network account executive; standing, John L. Sullivan, account executive, BBDO Los Angeles, servicing account; Jerry Mullin, automotive sales manager, Wynn Oil Co.; Carl Wynn, president, and John K. West, NBC Western Division vice president.

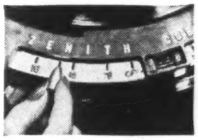
ZENITH'S PRECISION TURNTABLE SPEED TAKES THE CHANCE OUT OF HIGH FIDELITY

With the announcement of the new Super-phonic, Zenith takes one more step toward absolute perfection in high fidelity for the home. We pride ourselves that Zenith's superb high fidelity with precision turntable speed brings a new meaning to the word "realism" in music. Of course, the final authority is your own two good ears. Which is why we most cordially invite you to bring your favorite LP record in to your Zenith dealer's . . . and hear it come to life for the first time.

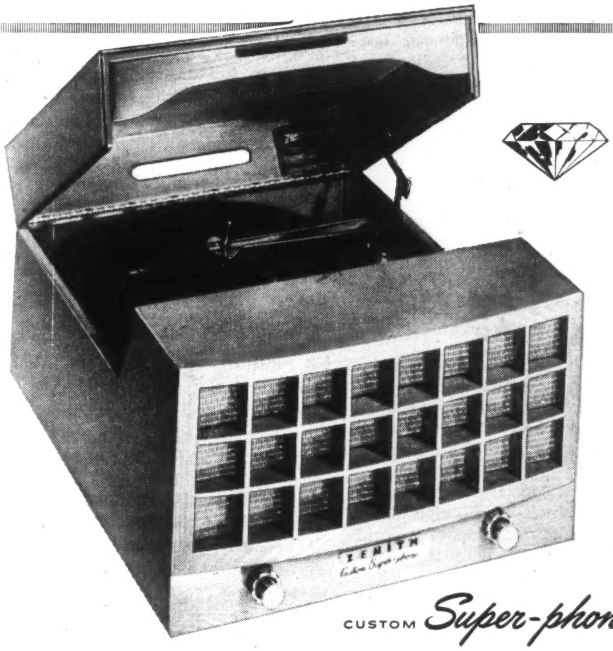
You can't have high fidelity, except by chance, on any phonograph without a turntable speedometer and fully variable speed regulator. *Only Zenith gives you both!*



Stroboscope Speedometer—Zenith's amazing Stroboscope is your infallible turntable speedometer. When the moving light becomes a dot, the record is being played at exact recorded speed . . . necessary for perfect pitch, tempo, timbre. *No phonograph without such micro-metric measurement of turntable speed can give high fidelity, except by chance!*

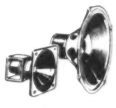


Fully Variable Speed Regulator—The fully variable Zenith speed regulator let's you make any needed adjustment in record speed. It's in Zenith's exclusive Cobra-Matic Record Player that plays any and all speeds from 10 to 85 RPM . . . including 78, 33⅓, 45 and 16⅔ RPM, the new "talking book" speed. It's as necessary to perfect speed as the regulator on a fine watch.

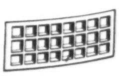


CUSTOM *Super-phonic*

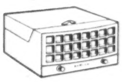
Perfect turntable speed is just the start of Zenith's superb High Fidelity:



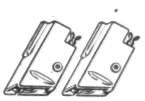
Dual speakers (7½" woofer for bass and separate tweeter for treble) are built by Zenith to assure accurate reproduction of all sounds within the range of the human ear, at normal listening levels.



Wide-angle dispersion through the open front of the cabinet lets you hear the actual "highs" . . . not just their reflection. Increases "presence" of sound.



Sound-sealed cabinet of heavy wood converts entire phonograph into sound chamber (necessary for true high-fidelity reproduction).



New barium titanate pickup with featherlight Cobra® Tone arm. Two changeable cartridges (1 mil and 2 mil stylus) for playing standard and LP records. Frequency range from 25 to 20,000 cycles per second.

Take the chance out of high fidelity with Zenith!

The model illustrated is the Custom Super-phonic in blonde, $159.95*. In mahogany, $149.95*. The Super-phonic is available in blue pyroxilin finish, $129.95*, or blonde, $139.95*.

Buy U.S. Savings Bonds

Ask Any Zenith Owner

ZENITH®

The royalty of television and **RADIO**

Backed by 35 years of Leadership in Radionics Exclusively
ALSO MAKERS OF FINE HEARING AIDS
Zenith Radio Corporation • Chicago 39, Illinois

Copr. 1954

**Manufacturer's suggested retail price, subject to change. Slightly higher in Far West and South.*

Jim Deline show

Central New York's only LIVE TV Variety Show

One-a-day mention for the March of Dimes brought over 5000 orders for photos of the Deline Gang—over $1200, which went to the March of Dimes. Central New Yorkers watch the Deline show.

Participating

1-Min. and 10-Min. Segments
Monday-Friday, 12:00-12:45 pm

(also radio 9:15-9:55 a.m. Mon-Sat. and 1:00-2:30 p.m. Mon.-Fri.)

WSYR-TV
Channel 3—100 kw
NBC Affiliate
SYRACUSE, N. Y.

Headley-Reed, National Representatives

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB
TORONTO
50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES
United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities, Limited

NBC Affiliates, CBC Attend Color Seminar

NBC conducted a three-day color television seminar for network affiliates and the Canadian Broadcasting Corp. in New York, starting last Monday, covering such subjects as techniques of make-up, scenery, costumes, lighting, color films and color kinescopes.

The seminar was part of an overall color indoctrination program started last summer by NBC to acquaint its personnel and that of its affiliates with the techniques of color television. It was pointed out by NBC that with the delivery of RCA compatible color equipment to independent television stations already underway, the seminar marked an acceleration of the indoctrination program.

The sessions were held at the Colonial Theatre, NBC's headquarters for color programming and research and said to be the first fully equipped color television studio in the world.

Conducting the seminar for NBC were Barry Wood, executive producer in charge of color coordination; Norman Grant, director of design and creative arts; Richard Day, color consultant; Reid Davis, technical color supervisor; Robert Shelby, director of color tv systems development; Stan Parlan, supervisor of broadcast films, and D. Goodale, staff engineer.

Changes Announced At CBS Hollywood

REORGANIZATION of CBS Radio and Tv operation in Hollywood was announced last week by Charles L. Glett, vice president in charge of network services, there.

James V. Melick, executive assistant to management, was named director of production administration while Lester H. Bowman, director of technical operations, was named director of physical operations.

Harry W. Zipper, business manager of KNXT (TV) Hollywood, replaces Mr. Melick in his former position.

Utley Sees Public Need To Editorialize on Air

"BROADCASTERS can continue to serve the public interest by reaching conclusions in foreign affairs matters" and permitting radio-tv commentators qualified liberty to editorialize on the air, NBC news analyst Clifton Utley asserted last Friday.

Mr. Utley addressed a special awards luncheon of the Chicago Council on Foreign Relations. He was one of three recipients of "World Understanding" awards presented by the council.

"The act of denial, which would prevent commentators from sharing with the public not only their views, but also the evolutions of these views, would be throwing away half the value of broadcasting," Mr. Utley declared. He said editorializing should be subject only to the need for protecting the listening public and broadcasters.

Godfrey Plans More Surgery

ARTHUR GODFREY told his CBS Radio and CBS-TV audience last Monday that he planned to undergo surgery again in the hope of correcting a hip injury suffered years ago in an automobile accident. He said that his first operation a year ago had not been successful.

Mr. Godfrey did not specify when or where the second operation would be performed, and a spokesman told B•T Thursday that "there is no further word." The performer still must use his crutches in moving around, and the pain in his hip reportedly is more severe now than it was six months ago. After his operation last year, Mr. Godfrey was off the air two months.

Young vs. White

ON Sunday (May 23) the format of *Meet the Press* on NBC-TV will be changed slightly when the two protagonists in the New York Central Railroad case, Robert R. Young, financier and formerly head of Chesapeake & Ohio Railway, and William White, president of N. Y. Central, appear before the same panel. Each will have a quarter-hour of the program, and the two men will not appear at the same time. Before the program they will toss a coin to decide which one will appear last. Lawrence E. Spivak, sole owner of the program and permanent panel member, also produces the show.

NETWORK PEOPLE

Stanford Meigs, account executive, Leo Burnett Co., Chicago, to ABC-TV Chicago staff, as account executive.

Brooks Clift, associate director, NBC-TV's *Home* (Mon.-Fri., 11 a.m.-12 noon EDT), promoted to full director, with **Perry Massey** becoming associate director. **Al Morgan,** formerly with CBS as writer and producer in public affairs department, to *Home* staff in newly-created post of editor in charge of script and special events.

Chuck Wiley, public relations director at CBS Central Div., has resigned.

Robert Finkel succeeds **Jack Donohue** as director on CBS-TV *That's My Boy.*

Ed Sullivan, emcee of CBS-TV *Toast of the Town* and columnist, will serve as emcee at Good Govermnent Awards luncheon sponsored by Chicago Junior Assn. of Commerce and Industry at Conrad Hilton Hotel May 20.

Hudson Faussett, producer, NBC-TV's *Armstrong Circle Theatre* (Tues., 9:30-10 p.m. EDT), was presented with a commendation by the National Assn. for Mental Health for presentation of *Break Down,* a teleplay with a plea for a better understanding of mental health.

Clint Youle, weathercaster, NBC-TV's *Camel News Caravan,* and **Jimmy Fidler,** weathercaster, NBC-TV's *Today,* named to receive annual awards of American Meteorological Society for outstanding public service in AMS' first such presentation to tv personalities.

Everett Mitchell, NBC Chicago farm commentator, to address annual 4-H Clubs roundup at Kansas State College, Manhattan, Kan., May 27.

William Tankersley, manager of program services, CBS Radio Hollywood, father of daughter, Marcia Ann, May 2.

'Hall of Fame' Award To Late John Gillin

JOHN J. GILLIN Jr., president and general manager of WOW-AM-FM-TV Omaha until his death from heart disease at the age of 45 in July 1950, has been named as recipient of the 1954 Radio Pioneers' "Hall of Fame" award, given each year to honor posthumously an individual for his "special achievement and service in the upbuilding and advancement of the art of radio broadcasting."

The award will be presented May 26 at the annual Radio Pioneers banquet, to be held at Chicago's Palmer House. William S. Hedges, NBC vice president and chairman of the Hall of Fame and Awards Committee of Radio Pioneers, will present a scroll to Mrs. Gillin, widow of the honored man.

"Johnny" Gillin, as he was familiarly known throughout the broadcasting fraternity, was an outstanding member of the "first generation" of broadcasters, who not only built successful stations but had time and energy enough to cope with the many problems besetting radio in its early years. Starting as chief announcer of WOW in 1931, Mr. Gillin rose rapidly through programming and sales to the top managerial post of the station. He also was active in industry affairs, serving on various NAB committees. Because of his development of the WOW properties and his contributions to radio generally, officials of Woodmen of the World, original WOW licensee, specified he should participate in ownership and he held a quarter-interest in the properties at death.

Mr. Gillin will be the first "practical broadcaster" to win a place in Radio Pioneers' "Hall of Fame." Previous recipients of this award have been scientists and engineers.

The Radio Pioneers also will award five citations to living leaders. Mr. Hedges will present the awards during the dinner meeting to Lloyd Espenschied, Bell Telephone Labs, for his pioneer development of systems of voice communications and of the coaxial cable; Raymond Heising, also Bell Labs, for developing the system of modulation that is used by almost every standard broadcasting station in the world; Dr. C. B. Jolliffe, RCA, for contributions to planning and administering governmental control of radio in the formative years of broadcasting; Robert Saudek, Ford Foundation's Tv-Radio Workshop, for contributions to tv programming; Lowell Thomas, for his newscasting and commentary.

WHAS-TV Honored Twice

VICTOR A. SHOLIS, vice president and director of WHAS-AM-TV Louisville, has received on behalf of WHAS-TV the *Variety* and Sigma Delta Chi, journalism fraternity, awards for the 1953 telecast of *Operation Cancer*. The Sigma Delta Chi Distinguished Service Award was presented by Ed Easterly, Louisville SDX chapter president. The *Variety* Showmanagement Award for the outstanding tv special event for 1953 was presented by George Wiederhold, *Variety* correspondent. This is the third consecutive year that *Variety* has honored WHAS-AM-TV.

Newsmen Win Fellowships

TWO radio newsmen have received fellowships, paying $4,000, permitting them to spend nine months in Washington, D. C., as Congressional Internes, The American Political Science Assn., which grants the fellowships, has announced. As internes, the newsmen will work on staffs of Congressional committees or with House and Senate members. Among

Advertisement

From where I sit
by Joe Marsh

No Sale!

Right in front of Granny White's beautiful old Colonial house on Maple Avenue there's a brand-new sign: "Antiques. Inquire Within."

Now—don't get excited, she isn't destitute. Granny explained it all the other night—after we settled down in her parlor, me with my temperate beer, Granny with her tea.

I asked her if she was really going in the antique business. "Oh, no," says Granny, "I wouldn't *sell* anything. I put that sign up so folks would come in and talk—and look around. If they insist on a price, I tell them some outrageous figure! I guess I just like people," she said.

From where I sit Granny can be excused for her little ruse. She may be in her eighties, but her mind is young—and open. She's the kind of person who's made this town so wonderful. Granny not only likes people—but she respects them and their preferences and opinions. Come to think of it, "liking" and "respecting" mean much the same thing, don't they?

Joe Marsh

Copyright, 1954, United States Brewers Foundation

the 10 professors of political science, lawyers and working journalists selected were Daniel B. Jacobs, who since 1952 has been producer of public affairs programs for the Lowell Institute Cooperative Broadcasting Council, Boston (WGBH-FM), and Richard T. Mittauer, news editor, WOW-AM-TV Omaha, and formerly with WDUZ Green Bay, Wis., and ABC in Chicago.

Blakeslee Award Split

AMERICAN Heart Assn. has announced that the Howard W. Blakeslee award for outstanding scientific reporting in the field of heart and blood vessel diseases will be divided into several awards to cover specific categories of radio, television, newspapers and magazines, instead of the single award established last year. The awards, which will provide a minimum of $500 in each category instead of $1,000 for the single award, will be presented at a joint meeting of the Second World Congress of Cardiology and the 27th scientific sessions of the American Heart Assn. in Washington, Sept. 12-17.

Olden Wins Poster Honor

SIX posters created by George Olden, CBS-TV director of the graphic arts department, have been selected for inclusion in the 1954 International Poster Annual, a collection of outstanding poster art from 24 countries published annually in Switzerland. Five of the posters were designed by Mr. Olden for on-the-screen promotion of CBS-TV programs, and the sixth was commissioned by J. L. Van Volkenburg, president of CBS-TV and television chairman of Brotherhood Week, to promote racial tolerance.

AT a dinner sponsored by WSYR Syracuse, E. R. Vadeboncoeur (l), WSYR president and general manager, received a bronze plaque from W. H. St. Clair, Esso eastern division manager, honoring the station's 15 years of public service in connection with *Your Esso Reporter*. In turn, Mr. Vadeboncoeur presented to Esso a scroll signed by 30 city officials and community service leaders honoring *Your Esso Reporter*.

Mystery Writers Give Awards

MYSTERY Writers of America Inc. has awarded its "Edgar" to CBS-TV's "Crime and Blossoms," *Studio One* production, as 1953's best mystery on tv. The award was received by writer Jerome Ross. CBS Radio's "The Shot" on the *Suspense* series took the radio award. E. Jack Newman, script writer, accepted it for the show.

KCRI·TV
CHANNEL 9 IN CEDAR RAPIDS, IOWA
announces the appointment of
Venard, Rintoul and McConnell, Inc.
New York, Chicago, Boston, San Francjsco,
and Los Angeles as
Television representatives

KCRI-TV 9 CEDAR RAPIDS, IOWA

PRIMARY ABC AND DUMONT NETWORKS
Wade S. Patterson, General Manager

N. Y. SYMPOSIUM CITES SYNTHETIC MICA VALUE

Technical advantages over natural mica is stressed by Mycalex Corp.'s Humphrey. Maj. de Seversky says this country is freed of dependence on India for this natural material.

BETTER television pictures from more efficient camera tubes can be expected from the use of synthetic mica, now being produced in this country by Mycalex Corp. of America, it was revealed Monday at a symposium on "Electronics in Air Power" presented by Mycalex at New York's "21" Club.

The chemical composition of the synthetic mica is more stable than that of natural mica, R. E. Humphrey, Mycalex Corp., engineer explained. This permits operation of a camera tube made of synthetic mica at temperatures up to 200 degrees above those possible with present tubes, which begin to give off moisture and so spoil the vacuum at about 600 degrees, he said. Since higher temperatures make possible better operation, this means a more efficient tv camera and better pictures for home viewers.

Improved Tubes Foreseeable

These improved synthetic mica camera tubes are anticipated within the foreseeable future, but not immediately, Mr. Humphrey said. He pointed out that crystals used in camera tubes must be at least six by six inches, while crystals now being produced synthetically only occasionally reach two by two inch proportions. There is no doubt that the larger size will be reached in time, he stated.

Maj. Alexander P. de Seversky, noted aeronautical engineer, chief speaker at the symposium, said that the major importance of the achievement of Mycalex scientists in producing synthetic mica is that it frees this country of its dependence on India for this material, a source which would be inaccessible in event of war. He urged other organizations to speed research toward the production of other materials now obtainable only abroad, as a measure of defense precaution. Maj. de Seversky's views were endorsed by other speakers, including Sen. George W. Malone (R-Nev.), chairman of the minerals, materials and fuel economics subcommittee of the Senate Committee on Interior and Insular Affairs.

Jerome Taishoff, Mycalex president, presided at the symposium. J. Harry DuBois, vice president-engineering, introduced Maj. de Seversky and participated with him in answering questions. Film "Victory through Air Power," made by Maj. de Seversky and Walt Disney in 1942, and a Boeing Aircraft Co. film, "Arcing Test on Plastics," were shown.

New Electron Microscope Displayed by RCA at UN

NEW type of electron microscope developed and built by RCA, said to be twice as powerful as any currently in use, was displayed at the United Nations last week and subsequently turned over to the Karolinska Institute of Stockholm.

The new microscope is said to permit study of particles smaller than one-ten-millionth of an inch in diameter. Photographs taken by an automatic camera contained in the instrument, it was claimed, can be enlarged up to 200,000 times the size of the specimen.

The instrument was formerly accepted for

Electrostatic convergence
Smaller diameter - shorter length
Closer beam spacing
Simplified convergence circuits

TELEVISION receiver manufacturers who last week attended the demonstration of DuMont's 19-inch color tv picture tube given at the research laboratories of Allen B. DuMont Labs Inc. were (l to r): Robert Capadano, vice president of engineering, Emerson Radio & Phonograph Corp.; H. Leslie Hoffman, president, Hoffman Radio Corp.; Dr. Allen B. DuMont, president, DuMont Labs; Dorman Israel, vice president, Emerson Radio; Frank O'Brien, vice president of purchasing, Motorola Inc., and Harvey Tullo, vice president of purchasing, Emerson Radio.

the Swedish research center by Oscar Thorsing, permanent delegate to the UN from Sweden.

Other participants in the ceremonies were Theodore A. Smith, vice president in charge, RCA Engineering Products Division; Albert F. Watters, RCA International Division, and Dr. Robert G. Pickard, RCA scientist and president of the Electron Microscope Society, who designed and supervised development of the new model.

Color Tube Replacement Cost Deterred Sales, Admiral Says

PRESENT cost of $265 for replacement of 15-inch color tv tubes has served as a deterrent to current colorcasting receiver sales, John B. Huarisa, Admiral Corp. executive vice president, said last Tuesday in connection with the firm's report on first quarter sales and earnings.

He reported sales of $55,977,562, or a 19% dropoff from the $69,191,849 recorded last year for January-March. Net earnings were pegged at $1,504,044, or 64 cents per share, compared to $3,056,878 earned last year—a drop of 51%.

Mr. Huarisa said Admiral is planning 19-inch set production this fall.

RCA Color Tv Camera Tube Now Available Commercially

RCA's color tv camera tube, which has been available to broadcasters and equipment manufacturers only on a sampling basis, is now a commercial product, Douglas Y. Smith, general market manager, RCA Tube Division, announced last week. This camera tube, which Mr. Smith said is "the first to embody the super-sensitivity required for color broadcasting," is incorporated into all RCA color cameras in use today.

Tube (RCA-6474-1854) is an image-orthicon type, resembling in size and shape the camera tube developed by RCA for black-and-white telecasting, but with important internal differences necessary for color tv, Mr. Smith said. Three of these tubes are required, one for each primary color.

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs

® Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.
A Service of Radio Corporation of America
35 West Fourth Street, New York 14, N. Y.

Picture Magnetic Tape Still Some Time Off, Says MM&M

USE of magnetic recording tape for pictures is still a year or two off yet and represents only one phase of development in that field, Robert L. Westbee, vice president of Minnesota Mining & Mfg. Co., has asserted.

Mr. Westbee's views were contained in a first-quarter report by the firm, showing total sales ending March 31 of $54,088,789. The company also reported net income before taxes of $11,069,866 and profits after taxes and preferred dividends of $5,259,281. Sales mark represented an increase over $51,062,122 for that quarter last year.

Company's electrical products division exhibited its products at the annual shareholders meeting last Tuesday. In commenting on magnetic recording tape for tv, Mr. Westbee referred to RCA's demonstration last year.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
Gates Radio Co.			
WCOU Lewiston, Me.	250 w	am	replacement
WLEA Lovington, N. M.	500 w	am	power increase
KOAT Albuquerque, N. M.	1 kw	am	power increase

ORDER

Station	Power	Band	Use
General Electric Co.			
KRMA-TV Denver, educational	5 kw	tv (ch. 6)	new station

OTHER EQUIPMENT: GE also reported the shipment of a 12 kw amplifier to KEDD (TV) Wichita, Kan. (ch. 16), and receipt of a further order from KRMA-TV, Denver Public Schools, for antenna and studio equipment.

#1
in the morning!
#1
in the afternoon!
#1
in the evening!

IN

Winston-Salem
NORTH CAROLINA

. . . the hub of a rich, fast-growing 15 county market in the industrial heart of the . . .

#1
State in the South

Whatever your product or service—you will sell more of it faster to more people when you use the . . . . . .

#1
STATION

NBC AFFILIATE
600 KC—5 KW
AM - FM

WSJS

Represented by
HEADLEY-REED CO.

CBS INC. FIRST QUARTER SHOWS RISE

Current year's figure is more than a half million more than income for the same period in 1953, Chairman Paley reports.

CONSOLIDATED net income for CBS Inc. during the first quarter of 1954 totaled $2,866,365 as compared with $2,338,148 for the same period of 1953, Board Chairman William S. Paley reported last Wednesday at a meeting of the board of directors.

Earnings totaled $1.22 per share as against $1 per share for the first quarter of 1953, a gain of 22%.

Gross income (before deduction of discounts, commissions and returns) was placed at $90,974,533 for the first quarter of 1954. For the first quarter of 1953 the comparable figure was $76,454,815.

The board at its meeting declared a cash dividend of 40 cents per share on class A and class B stock, payable June 11 to stockholders of record at the close of business May 28.

The company's consolidated income statement for the first quarter was as follows:

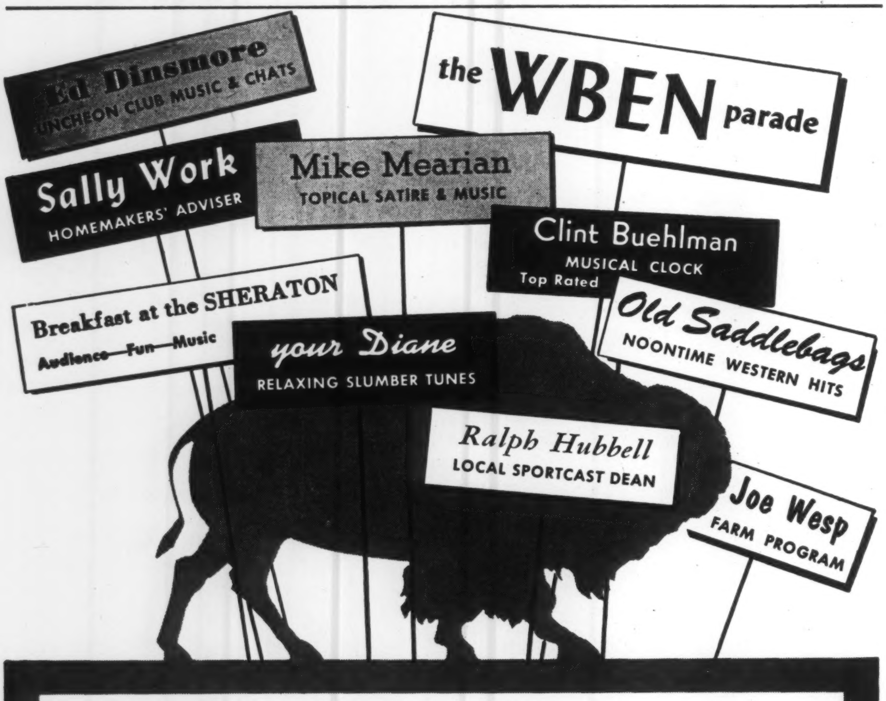
	Three Months Ended			
	April 3, 1954 (13 Weeks)		April 4, 1953 (13 Weeks)	
GROSS INCOME		$90,974,533		$76,454,815
Less—Discounts, commissions and returns		23,103,119		17,775,180
		67,871,414		58,679,635
Deduct:				
Operating expenses and cost of goods sold	$49,951,993		$43,148,482	
Selling, general and administrative expenses	10,055,864		8,613,185	
Provision for depreciation and amortization of leasehold improvements	1,094,765		959,315	
		61,102,622		52,720,982
		6,768,792		5,958,653
Miscellaneous income, less miscellaneous deductions		302,427		220,505
Income before federal taxes on income		6,466,365		5,738,148
Provision for federal taxes on income		3,600,000		3,400,000
NET INCOME FOR PERIOD		$ 2,866,365		$ 2,338,148
Earnings per Share		$1.22		$1.00

Notes:

1. The 1953 figures as previously reported for selling, general, and administrative expenses, depreciation and amortization, and provision for federal taxes on income have been adjusted for certain changes made later in the year which were applicable to the three months ended April 4, 1953. These adjustments decreased net income for the period by $66,787 or $.03 per share.
2. The 1954 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

May 12, 1954

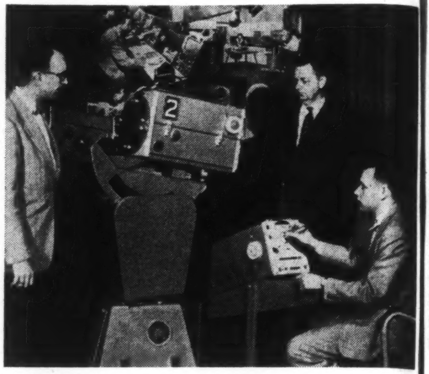
SAMUEL R. DEAN,
Treasurer



WBEN has personalities—plus. They add *personal* punch to your sales message. Buffalo-area audiences *believe* WBEN personalities.

Call or Write any CHRISTAL Office in New York, Chicago, San Francisco, Boston or Detroit.

BUFFALO EVENING NEWS STATION



GENERAL Precision Lab sales executives try out the new "one-hand," full-size, GPL PYE image orthicon type remote control tv camera, which "makes possible one-camera shows operated entirely by one hand from the control room." L to r: E. Arthur Hungerford, commercial sales manager; Blair Foulds, vice president of sales, and Arthur Anderson, designer of the new mounting.

Electronics Parts Show Opens Today in Chicago

LIST of new products and promotional items has been announced for the 1954 Electronics Parts Show, which opens at the Palmer House in Chicago today (Monday).

Among the manufacturers represented are Radio Craftsmen, Waldom Electronics, M. A. Miller Mfg. Co., Gramer Transformer Corp. and Quam-Nichols Co. Only component parts, not the full end products, will be permitted display space.

Among the companies and their new lines:

Radio Craftsmen Inc.—New am-fm basic tuner with three controls for use with separate preamplifier-equalizer, with several features of importance to high fidelity enthusiasts.

Waldom Electronics—Ten-station electronic distribution amplifier, permitting use of 10 tv sets from a single antenna and acting as booster to better picture reception on all sets. Also a new Duo-tenna amplifier for two sets from single antenna.

M. A. Miller—Pres-Test card or self-mailer piece that enables a home phonograph owner to test needle without removing it from tone arm.

Gramer Transformer Corp.—First showing of new Tinyformer transistors-transformers.

Quam-Nichols—Adjust-a-Cone rear seat auto speakers.

MANUFACTURING PEOPLE

John V. Deacon appointed manager of advertising and sales promotion, Westinghouse Electric International Co.

William E. Boss, formerly manager of tv market development, RCA Home Instrument Div., elected a vice president, RCA Distributing Corp. in charge of Buffalo-Rochester branch.

Jack Robinson, president, Acme-Lite Mfg. Co., elected vice president-general manager, GoldE Mfg Co. (photographic equipment), Chicago.

Henry T. Roberts, in management and sales capacity, Magnecord Inc. (magnetic tape recorders), Chicago, appointed general manager, newly-created commercial music division.

Frank Newman, advertising manager, Allen B. DuMont Labs, Clifton, N. J., father of son, Bernarr Alan, April 22.

EQUINE ESCAPADE

ANY Bostonian coming across a black-coated, greying, perfume-scented equine is advised to contact Carl deSuze at WBZ that city. It seems that Myrtle, who in more contented days pulled a perfume salesman's wagon, broke into a sprint—or, more likely, a canter—while her master was paying one of his frequent visits to the deSuze morning program. The station reports an avalanche of suggestions with the consensus that Myrtle just wandered off for one last fling. So far, no tip on the horse has materialized, but the search goes on, even to Suffolk Downs, the East Boston race track, on the possibility that she might have entered herself in one of the feature races.

WTAR-TV 'NEW MAGIC' LEAFLET

AN UNWINDING and rising antenna, responding to the music of a snake charmer, is used on the cover of a leaflet being sent to advertisers by WTAR-TV Norfolk, Va., to emphasize that station's new 100 kw and 1049-ft. tower. Titled "New Magic . . . in America's Miracle Market," the mailing piece points out that with the increase in power and tower, "up goes the sales potential for your advertising dollars . . ." Showing increases in population, buying power and retail sales, the station submits that the advertiser is given this increase in coverage at no increase in cost, making WTAR-TV "your soundest and most economical buy."

CINCINNATI U. CELEBRATION

TO CELEBRATE its third year in educational television over WKRC-TV that city, the U. of Cincinnati presented a special program featuring 13 faculty members of the 17 who have appeared on its half-hour *U. C. in the Home* series during its duration. Each instructor presented a minute-and-a-half compendium of the course he had conducted, which ranged from personal finance to geology. According to Jean Mosier, U. C. tv coordinator, the present program, *Shakespeare for Every Man,* has been extended an additional 10 weeks because of public demand. Programs in the series, presented in cooperation with WKRC-TV, are a public service feature and presentation is on a college level with no credit or assignments given.

WFIL-TV HOME TOUR SHOW

A TELEVISED tour of new homes for sale in the Philadelphia area, sponsored by the General Electric Appliance Co., will be conducted (Sundays, 12 noon-12:30 p.m.) over WFIL-TV that city. Through the use of the rear projection technique, viewers will be taken on a complete tour of new homes with attention centered on floor plans, room decoration and kitchen fittings. A guide will point out the interesting details of five new homes each week.

'HIS MASTER'S VOICE'

A TALKING dog was employed by Mort Farr, Upper Darby, Pa., dealer, to announce that he had won the 1953 national award as electrical appliance store Brand Name Retailer of the Year and that he would appear on the 11:15 p.m. program *Man-About-Town* over WCAU-TV Philadelphia. An advertisement on the tv program page of the May 2 *Philadelphia Inquirer* showed Mr. Farr's dog, "Freckles," using "his master's voice," (an RCA tie-in) to tell the readers: ". . . I've something to bark about! My boss, Mort Farr, walked off with the blue ribbon . . . he's 'top dog' in the whole United States. He sells nothing but the best in Brand Names . . . and he offers 'Farr Better Service'." The ad suggested that the reader tune in Frank Brookhauser's *Man-About-Town* over WCAU-TV that evening to get the whole story, adding that Mort and he (Freckles) would be there.

Still Speak 'American'

STAFFERS at WOV New York, bi-lingual station which broadcasts 10½ hours daily in Italian, apparently believe that even in New York, do as the Romans do. Since March, station staffers have been taking lessons in Italian at the studios from a language professor of City College of New York. A spokesman-language student reports that most of the staffers still betray American accents when enunciating such favorite expressions as *buon giorno* (good morning), but adds hopefully: "Oh, well—wait 'til we get to lesson 65."

COFFEE PROMOTION

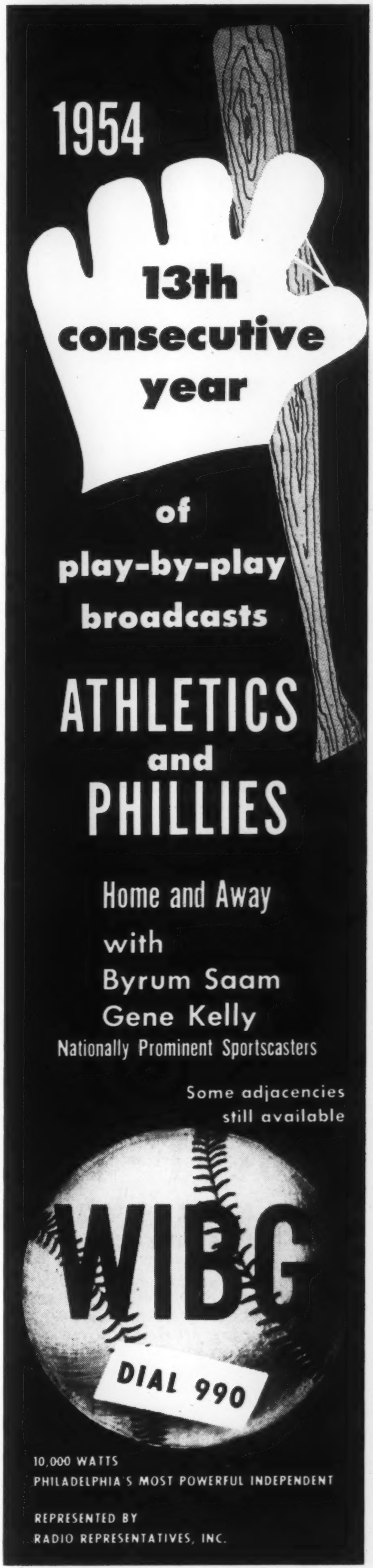
PACIFIC Coast and Intermountain States housewives with Folger's Coffee or Instant Coffee in the house, plus the answer to a simple question asked them by a representative of the firm, are winning various appliances in current "Door-bell-Ringing" promotion. J. A. Folger & Co., San Francisco, through Raymond R. Morgan Co., Hollywood (Folger's Coffee), and Brooke, Smith, French & Dorrance, S. F. (Folger's Instant Coffee), is publicizing the promotion with radio programs and participations. Presently, the firm is using 25 programs on five Utah and Idaho stations and five-weekly quarter hour participations on KXOA Sacramento.

PITTSBURGH REVISITED

TO REBUT certain misconceptions about Pittsburgh voiced on CBS-TV's *Morning Show* of a couple weeks ago, WENS (TV) that city, originated a telecast of the "true picture" of the city which was shown coast-to-coast over the CBS network in three segments of last Wednesday's *Morning Show*. Walter Cronkite, *Morning Show* anchor man, had shown a picture of Pittsburgh which showed clouds of smoke and said the Pittsburgh weather for that day was 58° and cloudy. Larry Israel, vice president-general manager of WENS wrote to Mr. Cronkite and corrected him, stating that Pittsburgh's smoke abatement program has left it entirely smog-free and that the temperature on that particular day was in fact 78° and the sun was shining. Pittsburgh is having a renaissance, Mr. Israel wrote, and 40 or 50 magazines have written articles on its rebirth. Shortly afterwards, Paul Levitan, executive director of CBS, called Mr. Israel and said that if WENS would "feed" the program to the network, CBS would work out the details so that Pittsburgh would be shown "live" on the *Morning Show*.

KYW FILE PROMOTION

KYW Philadelphia is sending to agencies and advertisers a file envelope containing 63 inserts with information about that station. Program fact sheets describe various shows as to format, time and talent, and copies of letters expressing satisfaction with results obtained through KYW advertising are inclosed. Examples of results from announcements in the folder show that KYW results ranked lowest on a cost-per-inquiry basis compared with other major sta-



1954

13th consecutive year

of play-by-play broadcasts

ATHLETICS and PHILLIES

Home and Away

with

Byrum Saam

Gene Kelly

Nationally Prominent Sportscasters

Some adjacencies still available

WIBG

DIAL 990

10,000 WATTS

PHILADELPHIA'S MOST POWERFUL INDEPENDENT

REPRESENTED BY

RADIO REPRESENTATIVES, INC.

RADIO & TV
SURVEYS
tell us that
WHBF am-tv
are the
QUAD-CITIES'
FAVORITES!

Les Johnson, V.P. and Gen. Mgr.

QUAD-CITIES
IOWA DAVENPORT ROCK ISLAND MOLINE EAST MOLINE ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

For The
TOP
SHOWS
53
In A
TOP
MARKET
IT'S
WKJF-TV
CHANNEL 53
PITTSBURGH

Looking for an economical way to sell the rich 2¼ billion dollar Pittsburgh market—America's 8th largest trading area? If so, it will pay you to know what WKJF-TV has to offer. For the complete story, contact our national representatives, or write us today.

WKJF-TV
Channel 53 PITTSBURGH
NAT. REP.—WEED TELEVISION
OUTSTANDING NBC PROGRAMS

ATTENDING one of the luncheons given by KCCC-TV Sacramento, Calif., on April 27, 28 in New York, for ABC and agency personnel were (l to r): Ashley Robison, KCCC-TV vice president-general manager; Alfred R. Beckman, ABC national director of station relations; Harry McCart, KCCC-TV president, and Joseph Merkle and Ned Hullinger, regional managers of ABC station relations.

tions and newspapers. One single offer brought 5,000 replies from 21 states in three days. Coverage maps, geographical information, a rate card and an automobile radio listening survey round out the promotional folder.

KFDM WARRANTY DEEDS

GENERAL warranty deeds, entitling the grantee (agency, advertiser executives) and his heirs and assigns forever to a two (2) square inch parcel of Texas land are being sent by KFDM Beaumont, Tex. Pictures of the property, described as Lazy "C" Ranch Inc., are printed on the back of the deed. The deed is billed as "legal," with the privilege of recording it if desired and an attached note says "it may not make you a native son of the Lone Star state . . . but it entitles you, as a Lone Star landowner, to do some real honest Texas braggin'."

'DESERVING MOTHER' CONTEST

THE UNUSUAL spectacle of two speechless women was achieved by the announced results of the Ruth Lyons *50-50 Club* tv show contest, carried over WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, all Ohio. The contest, to determine the "most deserving mother for central and southern Ohio," attracted 1,018 nominations. The winner received a jeweled wrist watch and her nominator received an all-expense paid weekend for two at New York's Waldorf Astoria. Mrs. Maxwell, the winner, and Mrs. Enswiler, her old friend and nominator, were "speechless" when told of the selection, according to WLW.

FRIENDLY COMPETITION

FRIENDLY competition is the keynote at KOWL Santa Monica, which signs off each evening with a salute to an opposition station in the Los Angeles area, telling listeners to tune that station and describing the next program. Salute rotates among various local stations on a weekly basis and will continue indefinitely, according to George Baron, KOWL general manager.

'LIGHTNING' PROMOTION

WSYR-TV Syracuse is distributing a promotion piece titled "First the Lightning . . . Then the Flood," which points out that on Feb. 19 lightning put the station's antenna out of commission, resulting in a "flood of letters" from listeners in "fringe" areas complaining about reception. The station operated with an emergency antenna for a week, but since Feb. 26, according to the promotion piece, "viewers have again been enjoying their favorite programs on WSYR-TV."

KNX REMODELING CELEBRATION

CALIFORNIA representatives of music publishers, recording companies and artists saluted the redecorated, remodeled and enlarged KNX Hollywood recording library with a cocktail party and reception at Columbia Square studios last Friday. The event was also a tribute to Nancy Basche, station record librarian.

KNBH (TV) BASEBALL SHOW

RIVAL ball club managers Bill Sweeney of the Los Angeles Angels and Bobby Bragan of the Hollywood Stars, are regular participants of the half-hour live KNBH (TV) Hollywood *Diamond Jubilee* program, emceed by station

WJBK Does It Alone

WJBK Detroit is described as "the big gun in our advertising and promotion campaign," by McMillan Products Co., which used a spot campaign on WJBK to introduce Dus-Top, a product developed by the company to prevent "dusting" of cement floors. Limiting its message to WJBK, McMillan signed a two-week contract for three spots a week. At the expiration of the two-week contract, results were so good that the company increased to five spots weekly for an indefinite period. A letter from McMillan Products to WJBK says in part: "Before you took over the advertising of our product, Cement Dus-Top, on your afternoon show about four months ago, our distribution in the Detroit market was nil. We had approximately 25 dealers when you first started to talk about our product. Since then there are over 200 dealers in the Detroit area who are stocking Cement Dus-Top and moving the item."

sports director Cleve Hermann. Besides discussing baseball, on the first program the colorful managers participated in "Low Noon," a comedy skit designed to show off the talents of Allen Gettle, Oakland Oaks pitcher who confessed the desire to be a cowboy actor.

POPULAR RECORD SHOW

WGN Chicago is reporting results weekly on *Your Big 10 on WGN,* featuring the midwest's 10 most popular records on the basis of listeners votes received by station's 11 disc personalities. Designed to fit in with WGN's music-news-sports format, the program is one of many disc shows featuring such jockeys as Bill Albert, George Bauer, Buddy Black, Dick Coughlan, Bill Evans, Jack Fuller, Jim Lounsbury, Jim Mills, Fred Reynolds and Ernie Simon.

BEFORE AND AFTER

PANEL show on beauty, *Fabulous You,* has been launched by WBBM-TV Chicago with format designed to make women more beautiful. Each week a typical Chicago woman visits the show and receives beauty tips from a panel of three professional experts, including Syd Simons, makeup authority, and Jacqueline MacKenzie, fashion coordinator, as well as one guest hair stylist. The visitor consults the panel for beauty suggestions one week and, having taken their advice, reappears the following week to show the results.

WQXR VACATION SURVEY

AS PART of its continuing study of the characteristics of its audience, WQXR New York has completed a survey which shows that its listeners spent more than $100 million on vacations in 1953; that almost 17% of those interviewed plan a business or pleasure trip outside the U. S. during 1954 (65% more than the number of non-WQXR families found to be planning to travel abroad); that almost half of the WQXR families planning to go abroad will go to Europe; that plans for travel to Mexico doubled those of the previous year. The survey was conducted for WQXR by Pulse Inc.

CBS RADIO REPLACEMENTS

SUMMER replacement for CBS Radio *Amos 'n' Andy* and *Jack Benny* programs will be the radio version of CBS-TV *Peter Potter's Juke Box Jury.* Starting May 30, the program will fill half-hour time segment of *Amos 'n' Andy* (4:30-5 p.m., PDT) and two weeks later expand to full hour (4-5 p.m., PDT), after the *Jack Benny* show leaves the air.

GODFREY SALUTES INSTITUTE

COINCIDENT with the opening of the convention of the Super Market Institute in Cleveland next Monday, Arthur Godfrey will pay tribute to the super market operators that day on his CBS Radio and CBS-TV broadcast of *Arthur Godfrey Time.* As an added attraction, Mr. Godfrey will "open" a new super market in a Cleveland suburb during his broadcast by pressing a button which, in turn, will open the electric eye doors hundreds of miles away.

Station Authorizations, Applications

(As Compiled by B • T)

May 6 through May 12

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of April 30, 1954 *

	AM	FM	TV
Licensed (all on air)	2,540	528	101
CPs on air	23	24	†286
CPs not on air	112	16	190
Total on air	2,562	552	387
Total authorized	2,675	568	577
Applications in hearing	129	4	183
New station requests	158	4	52
Facilities change requests	139	13	28
Total applications pending	762	110	238
Licenses deleted in March	2	2	0
CPs deleted in March	2	1	8

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially.

* * *

Am and Fm Summary through May 12

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,572	2,546	140	163	129
Fm	557	530	39	5	4

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	236	307	543[1]
Educational	12	17	29

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	253	121	374
Noncommercial on air	2	3	5

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	918	337	711	525	1,237[2]
Educational	53		27	26	53[3]
Total	971	337	738	551	1,290[4]

[1] Seventy-two CPs (12 vhf, 60 uhf) have been returned.

[2] One applicant did not specify channel.

[3] Includes 29 already granted.

[4] Includes 572 already granted.

* * *

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Bangor, Me.—Murray Carpenter & Assoc. granted vhf ch. 2 (54-60 mc); ERP 1.415 kw visual, 0.848 kw aural; antenna height above average terrain 641 ft., above ground 99 ft. Estimated construction cost $146,844, first year operating cost $206,000, revenue $250,000. Post office address 35 Howard St., Bangor. Studio location Mt. Hope Ave., Bangor. Transmitter location 1.25 miles SSE of Holden, Me. Geographic coordinates 44° 44′ 12″ N. Lat., 68° 40′ 36″ W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Principals include President-Treasurer **Murray Carpenter** (60%), licensee of WGUY Bangor, Me., former president WPOR Portland, Me.; former treasurer of WABI-AM-TV Bangor, and former applicant for vhf ch. 13 in Portland; Secretary **Marie Zoides Carpenter** (20%), and **C. L. Landon** (20%). Grant was made possible by dismissal of competitive bid of WLBZ Bangor, which receives option to purchase 40% interest in new tv venture. Grant is subject to condition that Mr. Carpenter divest himself of all interest in WGUY. Granted May 6.

New York, N. Y.—City of New York Municipal Bcstg. System, granted uhf ch. 31 (572-578 mc), ERP 251 kw visual, 135 kw aural; antenna height above average terrain 590 ft., above ground 625 ft. Estimated construction cost $335,000, first year operating cost $200,000, no revenue because station will be operated as non-commercial. Studio-transmitter location Municipal Bldg., Centre and Duane Sts. Geographical Coordinates 40° 42′ 47″ N. Lat., 74° 00′ 14″ W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington, D. C. Applicant is licensee of WNYC-AM-FM New York. **Seymour N. Siegel,** director; **William H. Pitkin,** chief engineer. Granted May 12.

Ardmore, Okla.—John P. Easley (KVSO), granted vhf ch. 12 (204-210 mc); ERP 27.5 kw visual, 13.8 kw aural; antenna height above average terrain 640 ft., above ground 355 ft. Estimated construction cost $194,000, first year operating cost $120,000, revenue $120,000. Post Office address, Ardmore, Okla. Studio location, 114 North Washington, Ardmore. Transmitter location, Highway 77 & North Carter County Line. Geographic coordinates 34° 22′ 29″ N. Lat., 97° 08′ 23″ W. Long. Transmitter and antenna G.E. Consulting engineer, A. Earl Cullum Jr., Dallas, Tex. Mr. Easley is owner of the *Daily Ardmorite* and KVSO. Granted May 12.

San Antonio, Tex.—KCOR Inc. (KCOR) uhf ch. 41 (632-638 mc) ERP 18.6 kw visual, 9.33 kw aural; antenna height above average terrain 380 ft., above ground 540 ft. Estimated construction cost $199,387, first year operating cost $102,000, revenue $195,000. Post office address 310 S. Flores St., San Antonio. Studio and transmitter location 310 S. Flores St., San Antonio. Geographic coordinates 29° 25′ 18″ N. Lat., 98° 29′ 40″ W. Long. Transmitter and antenna RCA. Legal counsel Prince & Taylor, Washington. Consulting engineer Robert M. Silliman & Assoc., Washington. Principals include President-Treasurer **R. A. Cortez** (63.31%) Vice President **William P. Smythe** (10.53%), Vice President **R. A. Cortez Jr.** (8.02%), and Vice President **Kenneth R. Hyman** (7.61%). Granted May 12.

APPLICATION

Columbus, Miss.—Birney Imes Jr. (WCBI), vhf ch. 4 (66-72 mc); ERP 10.8 kw visual, 5.4 kw aural; antenna height above average terrain 388 ft., above ground 425 ft. Estimated construction cost $196,056, first year operating cost $100,000 revenue $100,000. Post Office address Columbus, Miss. Studio and transmitter location Gilmer Hotel, Columbus. Geographic coordinates 33° 29′ 43″ N. Lat., 88° 25′ 51″ W. Long. Transmitter and antenna RCA. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Mr. Imes is president-97.4% stockholder WCBI, and WELO Tupelo, Miss.; owner of WMOX Meridian, Miss., and WNAG Grenada, Miss.; and owner-publisher *Commercial Dispatch,* Columbus. Applicant simultaneously requested deletion of his CP for uhf ch. 28 WCBI-TV. Filed May 7.

• *schafer economy model* see it at the NARTB convention
remote control for $995
paul schafer
custom engineering
2279 ALLESANDRO STREET
LOS ANGELES 39, CALIFORNIA
TELEPHONE: NOrmandy 2-2161

Existing Tv Stations . . .

ACTIONS BY FCC

KCCC-TV Sacramento, Calif.—Capital City Tv Corp. granted modification of CP for uhf ch. 40 to change ERP to 186 kw visual, 93.3 kw aural; antenna height above average terrain 480 ft. Granted May 4; announced May 11.

WTVJ (TV) Miami, Fla.—WTVJ Inc. granted modification of CP for vhf ch. 4 to change ERP to 70 kw aural. Granted May 4; announced May 11.

WTIK-TV Durham, N. C.—Durham Bcstg. Enterprises Inc. granted modification of CP for vhf ch. 11 to change studio location to 1730 Newton Rd., E. side of Newton Rd., Durham. Granted May 7; announced May 11.

WNAO-TV Raleigh, N. C.—Sir Walter Raleigh Tv Co. granted modification of CP for uhf ch. 28 to change ERP to 182 kw visual, 102 kw aural; antenna height above average terrain 460 ft. Granted May 7; announced May 11.

WCHA-TV Chambersburg, Pa.—Chambersburg Bcstg. Co. granted modification of CP for uhf ch. 46 to change ERP to 7.76 kw visual, 3.98 kw aural; antenna height above average terrain 1,310 ft. Granted May 6; announced May 11.

APPLICATIONS

WSBT-TV South Bend, Ind. — South Bend Tribune seeks modification of CP for uhf ch. 34 to change ERP to 185 kw visual, 111 kw aural; transmitter location to E. side of Ironwood Rd., between Jackson and Kern Rds., near South Bend; antenna height above average terrain 536 ft. Filed May 7.

WCET (TV) Cincinnati, Ohio—Greater Cincinnati Tv Educational Foundation seeks modification of CP for noncommercial educational uhf ch. 48 to change ERP to 15.4 kw visual and 7.7 kw aural. Filed May 7.

CALL LETTERS ASSIGNED

KQVI (TV) San Jose, Calif.—Standard Radio & Television Co., vhf, ch. 11.

WAGE-TV Marquette, Mich.—Peninsula Television Inc., vhf ch. 6.

WGR-TV Buffalo, N. Y.—Niagara Frontier Amusement Corp., vhf ch. 2. Changed from WGRB (TV).

WIRI (TV) Bloomingdale, N. Y.—Great Northern Tv Inc., vhf ch. 5. Changed from WBLD (TV).

light
the
way...

. . . to extraordinary lighting effects
. . . at extraordinary savings! Rent
whatever you need in specialized display,
theatrical, studio and motion picture
equipment from Jack Frost! For finer
lighting . . . at fewer dollars . . .
for complete lighting service that
includes installation and removal
wherever *you are . . .*
you're headed the right *way . . .*

the JACK frost way!

For Full Information On Rental Equipment Write:

JACK A. FROST, DEPT..C, 234 PIQUETTE AVE.
Detroit 2, Michigan • TRinity 3-8030

New Am Stations . . .

ACTION BY FCC

Grangeville, Idaho—Far West Radio Inc., granted 1230 kc, 250 w unlimited. Estimated construction cost $6,950, first year operating cost $24,000, revenue $30,000. Principals of co-partnership are **James S. Cooper, David L. Dodd,** chief engineer KCLX Colfax, Wash., and **Eugene Pournelle,** 50% owner of KCLX. Granted May 12.

APPLICATIONS

Tampa, Fla.—H. C. Young Jr., 1150 kc, 1 kw, daytime. Post office address 3418 Pleasant Valley Rd., Nashville, Tenn. Estimated costruction cost $24,277, first year operating cost $60,000, revenue $85,000. Mr. Young is president-general manager and principal stockholder WSOK-AM-FM Nashville, Tenn. Filed May 6.

McMinnville, Ore.—LeeRoy McCourry 1400 kc, 100 w unlimited 4:30 p.m.-9:00 p.m. Post office address 508 South Cowls St. Estimated construction cost $1,600, first year operating cost $3,000 revenue $5,000, Applicant is local lawyer. Filed May 3.

Everett, Wash.—Walter N. Nelskog 1350 kc, 250 w unlimited. Post office address 3915 S.W. 106th St., Seattle. Estimated construction cost $4,835, first year operating cost $33,000, revenue $50,000. Mr. Nelskog is KJR Seattle disc jockey, owner of Music Maker's Dance Promotions, and applicant for new am station at Yakima, Wash. Filed May 6.

Ely, Minn.—Charles B. Persons, 1450 kc, 250 w unlimited. B•T previously had reported this bid for Duluth.

APPLICATION AMENDED

Rogers, Ark.—G. Don Thompson & Leon McAuliffe d/b as Radio Station KAMO amended bid for new am station on 1370 kc 1 kw daytime to specify 1390 kc 500 w, and change studio location to 310 S. Second St., Rogers. Filed May 7.

APPLICATIONS DISMISSED

Jacksonville, Fla.—Ray Herbert Gunckel Jr. FCC dismissed bid for new am station on 1280 kc 1 kw daytime at request of applicant. Dismissed May 7.

Manchester, Ga.—Georgia Ra-Tel Inc. FCC dismissed bid for new am station on 1570 kc 1 kw daytime. Dismissed May 7.

Existing Am Stations . . .

ACTIONS BY FCC

WALM Albion, Mich.—Calhoun Bcstg. Co. granted modification of CP to change from 1540 kc 250 w daytime to 1260 kw 500 w daytime. Granted May 12.

WEAR Pensacola, Fla.—Gulfport Bcstg. Co. granted modification of license to change studio location to U. S. Hwy. 90, 1.3 miles SE of Belleview, near Pensacola. Granted May 3; announced May 11.

WTIM Taylorville, Ill.—Moyer Bcstg. Co. granted authority to sign off at 6:00 p.m. through August. Granted May 5; Announced May 11.

KMBL Junction, Tex.—Kimble County Bcstg. Co. granted CP to change transmitter and studio location to Second & Peach Sts., Junction. Granted May 7; announced May 11.

APPLICATION

KBMX Coalinga, Calif.—Pleasant Valley Radio Co. granted permission to remain silent for an additional 90 days after May 8. Granted May 4; announced May 11.

APPLICATION DISMISSED

KSJO San Jose, Calif.—Santa Clara Bcstg. Co. FCC dismissed application for transfer of control from **Patrick H. Peabody** to **W. Gordon Allen** and **Lewis W. Pett** at request of attorney. Dismissed May 7.

STATION DELETED

KRBD Alexandria, La.—Winston O. Ward tr/as Rapides Bcstg. Co. FCC deleted CP for am station on 1270 kc 500 w daytime at request of applicant. Deleted May 6.

New Fm Stations . . .

ACTIONS BY FCC

Danbury, Conn.—Berkshire Bcstg. Corp. granted CP for new Class A fm station on ch. 252 (98.3 mc); ERP 340 w; antenna height above average terrain 280 ft.; rules were waived to permit operation from 7 p.m. to midnight. Granted May 12.

Ownership Changes . . .

ACTIONS BY FCC

WHAV Haverhill, Mass.—The Haverhill Gazette Co. granted voluntary assignment of license to WHAV Bctsg. Co. for $38,000. Principals include **Edward Cetlin** (50%), retail childrens clothing stores; **Henry R. Silver** (25%), and **Morris Silver** (25%). Messrs. Henry and Morris Silver are associated in wholesale beverage and soft drink business. Granted May 12.

KSGA Cottage Grove, Ore.—Coast Fork Bcstg. Co. granted transfer of control to Orla M. Bagley through sale of all stock for $27,200. Mr. Bagley is in sales of pole and piling. Granted May 12.

WTIL Mayaguez, P. R.—Mayaguez Radio Corp., granted voluntary transfer of control to Gilbert Mamaery through purchase of 20 shares of stock from Luis R. Rimera for $3,000. Granted May 3, announced May 11.

KOTA, KOZY (FM) Rapid City, S. D.—Black Hills Bcstg. Co. granted transfer of control from Robert J. Dean et al to Helen S. Duhamel through sale of 84.49% interest for $148,200. Miss Duhamel will now be sole owner. Granted May 12.

KTAC Tacoma, Wash.—Tacoma Bcstrs. Inc. granted transfer of control to Jerry P. Geehan through sale of 140 shares for $9,000. Mr. Geehan is general manager of KMO-AM-TV Tacoma. Granted May 12.

WGKV-AM-FM Charleston, W. Va.—Kanawha Valley Bcstg. Co. granted transfer of control to Lawrence H. Rogers II, and 6 others through sale of 145 shares of stock for $25,000. Remaining shares will be redeemed by licensee for $50,000. Principals include **Lawrence H. Rogers II** (20%), vice president-manager WSAZ-AM-TV Huntington, W. Va.; **Leroy E. Kilpatrick** (10%), vice president WSAZ; **Robert D. C. Long** (10%); **William D. Birke** (25%), vice president Huntington Pub. Co. and WSAZ; **Edward H. Long** (15%), director Huntington Pub. Co. and WSAZ; **J. H. Long** (5%), director Huntington Pub. Co. and WSAZ, and **Eugene Katz** (10%), associated with Katz Agency, national advertising representative. Granted May 12.

APPLICATIONS

KBYR Anchorage, Alaska—Jack H. White, Receiver seeks voluntary assignment of license to Radio Anchorage Inc. for $10,000. Principals include President **Urgel Goodwin Bell** (25%); Vice President **J. Chester Gordin** (25%); **Josephine M. Gordon** (25%), and secretary-treasurer, **Virginia May Bell** (25%). Messrs. Gordon and Bell own extensive farming interests. Filed May 7.

(Continued on page 131)

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
401 Georgia Savings Bank Bldg. • Atlanta 3, Ga., LAmar 2036

PROFESSIONAL CARDS

JANSKY & BAILEY
xecutive Offices
1735 De Sales St., N. W.
ffices and Laboratories
1339 Wisconsin Ave., N. W.
ashington, D. C. ADams 4-2414
*Member AFCCE **

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
*Member AFCCE **

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
*Member AFCCE **

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
*Member AFCCE **

ommercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
TERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
*Member AFCCE **

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
*Member AFCCE **

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
*Member AFCCE **

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
*Member AFCCE **

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
*Member AFCCE **

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
*Member AFCCE **

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
*Member AFCCE **

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
*Member AFCCE **

KEAR & KENNEDY
302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
*Member AFCCE **

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
*Member AFCCE **

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
*Member AFCCE **

LYNNE C. SMEBY
"Registered Professional Engineer"
311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
*Member AFCCE **

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
*Member AFCCE **

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
*Member AFCCE **

These Engineers . . .
ARE AMONG THE
FOREMOST
IN THEIR FIELD

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

IF YOU
DESIRE TO JOIN
THESE ENGINEERS
in Professional card advertising
contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

*Member AFCCE **

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
LIncoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Sales manager—Excellent financial opportunity with growing national company. Productive record necessary of training and leading men in competitive markets; large or small. Some travel. Salary, commission and traveling expenses. Chicago headquarters. Box 207D, B•T.

Southern daytimer needs working manager at once. Needs to have knowledge of all phases of radio for small market. Good salary and bonus arrangement. Apply with complete details in first letter. Box 357D, B•T.

Manager, young, ambitious with previous sales and managerial experience small station, for a metropolitan market. Unusual opportunity for manager metropolitan market. Box 359D, B•T.

Salesmen

Salesman immediately with at least five years of successful selling in radio for only music and news indie in major midwest market. 25% commission with opportunity to become sales manager. Box 352D, B•T.

Progressive 5,000 watt fulltime radio-television station needs young hard working salesman with experience. Michigan man preferred. Write immediately. Commercial Manager, WILS, Lansing, Michigan.

Fulltime independent kw needs experienced aggressive salesman, no dreamers or floaters. Adequate draw against fine commission. Send photo and background letter to General Manager, WITY, Danville, Illinois.

Salesman at once, man or woman. 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Announcers

Combo-program director-morning personality: Looking for strong idea man with enthusiasm for infusing new life into bread-and-butter side of am-tv operation in coastal New England city. Must also anticipate doing personable early morning DJ show. Salary and talent. Temperament problems and drifters not considered. Box 859C, B•T.

Staff announcer-news writer. Experienced beat reporter who can do air work wanted by 1000 watt daytimer near Chicago. Personal interview required. State age, experience. Box 30D, B•T.

Humorous DJ—"yock-it-up". Actor's delivery on "one-liners" and quips. Natural flair for humor. Acting experience. Single. Pa., N. Y., Great Lakes area. Box 56D, B•T.

Salesman or announcers with **1st tickets.** Western Ohio. Box 77D, B•T.

Combination man, first class. 1 kilowatt, directional. Midwest. Send reply and tape to Box 284D, B•T.

Good all-around announcer needed for Central Pennsylvania network affiliate. Base plus talent, congenial co-workers. Send audition, picture and qualifications. Box 333D, B•T.

Chief announcer, experienced; must take part of shift; be able to supervise staff of five and successfully work with sales department. Independent station in city of 25,000. Replies must include resume of experience, picture, references and salary expected. Box 356D, B•T.

Announcer or program director with first phone. Also announcer-salesman for independent concert music station serving Boston area. WCRB, Waltham, Mass.

Experienced announcer for metropolitan Washington, D. C., area independent. Must know how to get results. Send tape or disc and complete resume of experience, WPIK, Alexandria, Virginia.

Wanted: Announcer, independent, news, hillbilly, popular race shows, 40 hours. Talent play-by-play all sports high school. Baseball, basketball, Mississippi State College. Joe Phillips, WSSO, Starksville, Mississippi.

Help Wanted—(Cont'd)

Technical

Ohio network affiliate of more than 25 years' standing has opening for junior engineer with first class license, age 21-30, experience unnecessary but desirable, am-fm-tv operation. Only individuals who are stable, willing and interested in their work, looking for permanent employment should apply. Furnish complete information, at least four references, and salary requirements in your application. Box 82D, B•T.

Vhf-tv and am station in midwest needs experienced and inexperienced engineers and operators. Supply data on experience, education and snapshot. Box 340D, B•T.

Chief engineer—Montana's most modern station. 250 watts. Network affiliate. Immediate opennig. Fine future for right man who can take complete charge. State qualifications, experience. **If you** can announce send tape. Contact I. A. Elliot, Manager, KATL, Miles City, Montana.

Combination first phone and announcer. New building and new equipment—excellent living conditions. KRIB, Mason City, Iowa.

First phone combo man with car needed immediately. Contact P. R. Hurlbut, WCSI, Columbus, Indiana.

Combo man. First phone, strong on engineering light on announcing. 250 watt indie. Good living-working conditions. Top pay. Y'all come . . . to Fort Payne, Alabama. Contact George Gothberg, WFPA. Call 1400.

Transmitter engineer for summer vacations full time starting May 31 to September 5. Chance of fulltime employment after September in television construction. Contact WINR, Binghamton, New York, immediately.

Opening for 1st class engineer-announcer. Good steady job. Send qualifications to George Merker, WRMN, Elgin, Illinois.

1st phone engineer—$50.—40 hours. Time and one-half all over 40. WVOT, Wilson, N. C.

Production-Programming, Others

Good local newsman. Progessive news, special events minded station. Writing, announcing ability essential. Besides news "know-how" real newsman will have eagerness to accept challenges of good coverage. Salary open. Good working conditions, opportunity. Box 601C, B•T.

Experienced man or woman copywriter for large station in central Indiana. Send full details and sample copy. Box 326D, B•T.

Journalism graduates attention. Especially M. U. men. We're looking for a radio news editor with emphasis on local coverage. Latest and complete equipment. Pleasant community and working conditions—some air work required. Top pay for man who can fill the bill. Prefer background, actual radio experience. Apply to Box 374D, B•T.

Experienced continuity writer — preferably young woman, who can write strong, brisk sales copy. Good salary, good future. Send sample copy, photo and background material to Program Director, WFDF, Flint, Michigan.

Television

Help Wanted

Salesmen

Excellent opportunity for experienced television time salesman. Rocky mountain empire area. Send complete resume and recent photo. Box 273D, B•T.

Alert tv time salesman in a well established vhf station in intermountain west. If you are willing to work hard in a community offering excellent living conditions, here is a better than average salary and commission job. If you are a drifter, desk-sitter, or a telephone-answerer, don't apply. This is a top job and we want a top man. Box 324D, B•T.

Help Wanted—(Cont'd)

Announcer

Midwest television operation needs a woman with home economics and cooking school background to replace present feature personality who is leaving the staff to marry. Must be capable of planning and producing five, half-hour "Kitchen Shows" per week plus doing some commercial announcements for food processors and producers. Contact Merritt Milligan, Assistant Manager, KHQA-TV, Quincy, Illinois to arrange for interview and audition. Send picture and full background in first letter.

Production-Programming, Others, etc.

Need experienced producer-director, capable handling own shows. Details. Write complete qualifications. Box 368D, B•T.

Vhf station going on the air July 1 needs experienced continuity personnel. Include past experience, references and salary requirements in first letter. WISH-TV, 1440 N. Meridian, Indianapolis 2, Indiana.

Situations Wanted

Managerial

Mature manager available immediately. Stress sales and low operating cost. Have money to invest if desired. Box 193D, B•T.

See what sound, honest policy can do. Let these two young men put your ailing station in the black. Box 329D, B•T.

Management team. Husband, wife take complete charge small station. Practical, profit conscious, mature, experienced. Go anywhere, prefer S. W., West, Rocky Mountains. Would lease or buy-in. Box 342D, B•T.

Having successfully stabilized network station in small competitive eastern market, young manager desires expansion of potential am/tv. Excellent references plus multiplicity of proven talents accompany this person. Integrity and stability he demanded in building present station from nucleus of characteristic on which sound program and sales policy are built. Box 351D, B•T.

Successful combination general manager-commercial manager. Nine years in highly competitive all-media market of 35,000 under special circumstances. Desires change. Well rounded personal experience; programming; result producing advertising ideas; engineering and personnel management. Large volume personal selling. Employee training in efficient methods. Excellent references. Prefer: Arkansas, Oklahoma, Louisiana, Missouri or Texas. For contact write Box 354D, B•T.

Manager, presently sales and promotion, southern ABC metropolitan. Impressive record in two of top five markets against tv competition. Consider association, aggressive promotion minded station, New England or middle Atlantic states only. $10,000 plus. Available NARTB Convention. Box 369D, B•T.

Young station manager-program director-salesman for larger, more competitive market. 14 years experience all phases radio. Some television. College graduate. Aggressive! Meticulous! Efficient! Box 370D, B•T.

Successful manager of 250 watt wants bigger town and/or more power. Sells, announces, works. Money maker. Takes money. Box 376D, B•T.

Experienced broadcaster, owner, manager, sales, program, engineering in all phases of radio, am-fm-tv, twenty years. Offer services on interim basis to any station that needs assistance. Box 381D, B•T.

Selling manager. Large and small market experience. Good background. Excellent references. Contact Jim Lawson, 1912 Arlington Ave., Torrance, California. Telephone Fairfax 8-1816.

Salesmen

Salesman-solid producer, clean, personable, 40. Excellent record CM and GM. Southern independent preferred. $100 against commission. Your inquiry acknowledged. Box 332D, B•T.

Announcers

Baseball announcer. Seven years experience. Fine voice, best of references. Box 341C, B•T.

Sports announcer. Due to unusual situation in "Major League" sports market, a top-flight sports broadcaster is available. Specialist in baseball, football, basketball, plus creative sports program. Veteran, 27 years old, family man, 8 years' experience. Best reference is current employer. Write Box 745C, B•T.

Situations Wanted—(Cont'd)

Newsman wants job with future. Radio or tv. Available immediately. Box 173D, B•T.

Negro DJ wants small station, tape, ticket, references, light experience. Box 182D, B•T.

Staff announcer, recent broadcasting school graduate. Good on news, DJ, and sports. Married, veteran, control board. No experience. Box 189D, B•T.

Sports director. Experienced in all phases radio-television. Employed. Immediate reply. Box 191D, B•T.

Combo man—3rd class permit, college graduate. Experience light. Can do play-by-play football and baseball. Car, can travel. Strong news, sports, commercials. Box 224D, B•T.

News, **commercial,** DJ. Recent graduate broadcasting school. Board work, continuity. College, interested in start wherever best opportunity. Box 321D, B•T.

Six years experience radio-tv. Desire job in California. Now employed. Box 322D, B•T.

Permanent, responsible, diversified duty desired. 7 years experience announcer, news, commercial, copy and sales. Ex-engineer. 33, family. Box 323D, B•T.

Top morning personality now employed in large eastern metropolitan city. References. Only top stations answer. Box 325D, B•T.

News and/or sports. 6 years solid experience, all phases. Seeking responsibility, permanency. Box 331D, B•T.

Announcer. First class license, experienced. Northern Ohio or vicinity preferred. Box 334D, B•T.

Radio-television announcer. College degree. Five years experience. Presently employed. Want good operation. Twenty-nine and married. Veteran. Write Box 335D, B•T.

Announcer, DJ, experienced board man, strong on news and commercial copy, desires fulltime employment, New England, Canada, overseas. One year's experience. Box 337D, B•T.

Ready to go anywhere, anytime for DJ, staff announcer, copywriter spot. Single, intend to work hard to gain experience, not money. Great voice, best qualifications, disc on request. Graduate of radio school. Box 338D, B•T.

Staff am-tv. 6 years experience. Personality DJ. Tripled afternoon commercial time. 30th U. S. market. Young family man. Box 339D, B•T.

Announcer-news, commercials, board, disc. Data and photo on request. Box 341D, B•T.

Ambitious, announcer-DJ with pleasant air selling voice desires to further career. Formally with midwest independent. East only please. Box 345D, B•T.

Summer replacement. Experienced, versatile announcer attending New York college. 3rd phone. Tape, disc. Box 347D, B•T.

Announcer, experienced all phases, presently employed. Desires relocate California permanently. Box 348D, B•T.

Top personality ultra competitive small eastern market desires complete assignment in sports and special events. Excellent experience, references. Personal presentation. Box 349D, B•T.

Professional staffer: 7 years personality dee jay; newsman; copywriter. Competent, dependable, mature. Married. Box 355D, B•T.

Announcer, thoroughly experienced radio, television. Mature, adaptable. Tape or interview. Box 362D, B•T.

Disc jockey. Married. Thirty-three. Easy, relaxed style. Eleven years radio. Tape or disc upon request. Box 367D, B•T.

Solid, experienced, commercial announcer. Deejay, news. College-musical background. Hardworking, personable, available, veteran. Best references. Audition tape, picture. Box 371D, B•T.

Announcer, 18 years experience, any type announcing except sports play-by-play. Looking for permanent place to settle. Record shows any type. Available immediately. Box 375D, B•T.

Situations Wanted—(Cont'd)

Un moment, s'il vous plais! Announcer with four years experience in all phases of independent and network operation. Production and good taste in programming is my goal. New England and New York preferred. Excellent references. Merci! Box 377D, B•T.

Announcer-DJ. 2½ years experience. Ability, initiative also thorough knowledge of music. Best references, seeking permanent position with progressive organization. Married, college. Box 378D, B•T.

Announcer, light experience. Good DJ, news, sports. Third class ticket. Tape. Box 379D, B•T.

Announcer, light experience. DJ, news, sports, 3rd class ticket. Tape. Box 380D, B•T.

Announcer-emcee. Experienced. Strong DJ, news, sports. College graduate, single, 27. Box 382D, B•T.

Recent Cambridge Radio graduate. Seeks good station. Excellent potentialities. Baritone voice, good delivery, DJ, sports-newcaster. Control Board. Restricted ticket. Married, 27. Travel, permanent connections. Box 383D, B•T.

Play-by-play sports man with 10 years experience looking for a "break", top-notch dee jay, special events, best of references. Play-by-play a must. $85. plus talent. Write Box 385D, B•T.

Announcer, DJ, radio-television. Employed. Married. Locate midwest, east. Roy Boesch, 136½ South Beech, Centralia, Illinois.

News, commercials, DJ, board. Limited experience, ambitious, car, veteran. Tape, resume. Joe Conte, 349 Prospect Place Brooklyn 38, New York. UL 7--0373.

Six-month experience. Emphasis — DJ, board. Veteran. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey.

Well experienced, including recent Army, mature announcer looking for position established station. Keith Griggs, 2927 S. E. 80, Portland, Oregon.

Desire permanent staff announcing position, preferably midwest. Clear, mature commercial-news voice; pleasing DJ. University background, year experience. Single, 31, veteran. Ability with good prospects; available immediately. Charles May, 3619 Paseo, Kansas City, Missouri. Telephone Armour 5446.

Experienced announcer, disc jockey, **pleasing voice, personality tops. 3rd class ticket. Bob McGuire, 962 Lorimer Street, Brooklyn 22, New York.**

Experienced, versatile announcer. Excellent references. Seeking progressive station, preferably south. Harvey Streu, 2831 Lakeview Drive, Minneapolis, Minnesota.

Can you use a man with over 3 years' experience as a combination announcer/engineer. Seeks position as PD. Has first ticket. Tony Vincent, 80 Tropic Street, Jackson, Ohio.

Hillbilly comedian DJ. Twelve years Grand Ole Opry. Third class ticket, work board. Phone 3-4951 or Box 954, Macon, Ga.

Technical

Engineer, have 1st phone, 1 year experience, car, wants to locate in or near New Jersey. Box 344D, B•T.

Situations Wanted—(Cont'd)

Transmitter engineer, first class, experienced, desires permanent position near Chicago. Box 353D, B•T.

Production-Programming, Others

Music librarian, experienced in programming and production, wants permanent position. Will handle some copy, general office. Travel anywhere. Box 235D, B•T.

Trained, reliable, inexperienced. Want writing, promotion etc. Trained continuity—some announcing, sales. Salary not important—opportunity is. Draft free, single, car. U. S.-Alaska. Box 270D, B•T.

Continuity-special events writer. Experienced, mature, single, male. Top drawer copy, easy-to-read, easy-to-sell. Imaginatively developed special events tailored to commercial tie-ins. References. Box 328D, B•T.

Publicity-promotion. Skilled publicity man-top New York, Hollywood experience (but no station experience) to help station secure maximum attention. Relocate. Box 384D, B•T.

Music programming, continuity, classical, pops. Script writing, good copy, sound effects. Programming, sales. Creative, ambitious. Want opportunity, experience. Stanley D. Schneider, 220 Pelham Road, New Rochelle, N. Y.

Television

Situations Wanted

Managerial

Seasoned tv station executive available. Strong on sales. Top references. Box 282D, B•T.

Salesmen

Experienced tv salesman seeks job that offers unlimited opportunity. Box 364D, B•T.

Announcers

Radio/televison personality, DJ. Seeks creative opportunity with am/tv operation. Brochure, tape on request. Box 360D, B•T.

Technical

Tv studio, transmitter, am, fm experienced, first phone, announcing all phases, married, veteran, age 27. Box 327D, B•T.

Director of engineering now employed this capacity with 100 kw vhf. Experienced in all phases from building design, equipment, planning and purchase, installation and personnel training. Interested relocating permanently in progressive new or existing operation. Write or wire Box 361D, B•T, for personal interview.

Engineer experienced in am—trained in all phases of television operations. First phone. Box 373D, B•T.

(Continued on next page)

NEED an H*-BOMB on the West Coast

(*meaning Highpower)

I CAN

Invest
Distribute

Counsel
Manage

Sales Manage
Sell

I'm Tired of Retirement . . . .

. . . tired of fishing, golfing, puttering, pulling weeds and twiddling my thumbs. After one year of retirement, I am ready to go to work. Sold my 100% interest in KOWL, Santa Monica, March, 1953. Prior to that I was part owner and sales manager of WJKB. Detroit—as salesman and sales manger of KWK—WDGY—WTOL for 27 years I had an outstanding record in radio.

I'm looking for a deal worth a minimum of $2000 per month whether it be investment, salary or commission. During the convention you can reach me at the Conrad Hilton or following, at my home, 165 Ashdale Avenue, Los Angeles 49, California.

Art Croghan

Situations Wanted—(Cont'd)

Production-Programming, Others

Transition to tv! Experienced, photogenic young radio producer, five years "Information Specialist" all over globe. Wants start in television any capacity . . . newscaster, announcer of distinction. Solid references. Box 283D, B•T.

Experienced director or studio technician desires position with progressive station. References furnished. Box 330D, B•T.

Production supervisor, program director-nine years radio and tv. Interested in connection with new tv station. Reliable, steady. Excellent references. Box 358D, B•T.

Production manager. Five years experience. Network director, agency director and small station experience. Can handle switcher and cameras. Available due to recent staff cut. Box 372D, B•T.

For Sale

Stations

West Coast. Indie. 1 kw. Exclusive. $30,000 down. Box 320D, B•T.

Ask for our free list of good radio buys. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

Gates 250 C-1 transmitter; RC-11 Raytheon console; Raytheon limiter RL-10 and RCA-66B modulation monitor. All for $1,300.00. Box 180D, B•T.

300-ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 346D, B•T.

RCA BTF-3B 3kw fm transmitter 102.7 mc, 1947. Good condition. 600 ft. 3⅛ inch Andrew type 425 transmission line and fittings. Collins side mount ring type antenna, 4 bay. Andrew dehydrator. Doolittle fm frequency and modulation monitor. Best offer. F.O.B. Fort Dodge. Available for inspection. Ed Breen, KVFD, Fort Dodge, Iowa.

2 type FTR 7C26 tubes, one with 100 hours, one 300 hours. $150. takes both. WAKE, Greenville, S. C.

349 foot Truscon tower with base insulator, type C. Recently painted. Ready to ship out August 15. Make offer. Contact WCAW, Charleston, West Virginia. Post Office Box 2791. Telephone 3-7503.

There's money in fm. You buy specialized receivers from us and we help you make money with them. Write Ed Wheeler, WEAW Evanston, Illinois, or see him at NARTB Convention.

RCA WX-2C field intensity meter. Wire price immediately. Radio station WFIG, Sumter, S. C.

No longer needed, guaranteed excellent condition shipped post-paid and insured. 1. General Radio type 1170-A frequency and modulation monitor 97.7 mc. $700.00. 2. Presto T.L.-10 tape drive 7½ and 15. $95.00. 3. RCA type BE-1A variable line equalizer. $95.00. 4. Westinghouse FM-1 transmitter 1-kw 97.7 mc. Low bidder gets it. WISR, Paul Rex, Butler, Pennsylvania.

RCA modulation monitor, type 66A. Make offer. A-1 condition. Radio Station WONW, Defiance, Ohio.

One REL model #707 st. link transmitter and receiver complete with dipole dishes gain 500. 940.5 megacycles original cost $4,000.00. Make us an offer, WOPI, Inc., Bristol, Tennessee.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal, regrinding etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone Prospect 3-3901.

Noise and distortion set, B & W audio oscillator #200 and distortion meter #400, guaranteed factory new condition, priced $225.00. for the pair. Frank Keegan, P.O. Box 5, Memphis, Tennessee.

Wanted to Buy

Stations

100-watt day, going station, cp's or grants—in Mississippi, Arkansas, northern Louisiana or southeastern Tennessee. Box 366D, B•T.

1000 watt daytime near large city in west of southeast. Rev. George A. Gaines, Garden Grove, California.

Equipment, etc.

FM antenna, Collins or Andrew. Low end of band. Box 201D, B•T.

5000 watt transmitter or amplifier. State model, make, date purchased, general condition and price. Box 257D, B•T.

FM antenna 2 or 4 bay G.E. or other for 104.7 mc and coaxial line. Also Western Electric limiter amplifier. Box 264D, B•T.

Cash for 5kw am transmitter. Please airmail details, availability, Box 279D, B•T.

One Western Electric KS-7596 high voltage transformer, for 355-D1 transmitter. Box 343D, B•T.

1 kw and 5 kw am transmitters. Give make, age and price. Write Box 350D, B•T.

We are interested in 1, 3, 5, and 10kw transmitters, both fm and am. Please specify manufacturer, model number, age, condition in detail and price. Amber Engineering Company, 393 Greenwich Street, New York 13, N. Y.

Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 527 S.W. 12th, Portland, Oregon.

Instruction

FCC operator license quickly. **Individualized** instruction correspondence or residence. **Free** brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Miscellaneous

Professional television cameras and crews for remote or studio use. Universal Broadcasting Service, 2193 Commonwealth Ave., Boston 35, Mass.

Television

Help Wanted

Salesmen

TWO TV SALESMEN

Southern Major Market VHF station needs two salesmen immediately. Good salary and bonus arrangement. Excellent opportunity for 5 figure income. Prefer Southern or Southwestern men. Send full details first letter. Replies held in strictest confidence.

Box 365D, B. T.

Situations Wanted

Announcer

ANNOUNCER-DEEJAY

Smooth, relaxed news and personality DJ for morning or afternoon record shows. No punch! Currently employed top-rated major-market middle Atlantic's leading independent station. Wants permanent Northeast location preferably within 200 miles of New York. College graduate, 26, married, veteran.

Box 336D, B•T.

Television

Situations Wanted

TV ENGINEER

Experienced TV Engineer with thorough knowledge of TV Studio and Transmitter operations. College with graduate credits. Will supply the best personal and professional references. Available for Chief or Supervisory position. Box 363D, B•T.

For Sale

Equipment

FOR SALE

RCA TG-1A Sync Generator, TS-10A Switcher, TK-20D Film Camera, (2) TP-16D Projectors, Spindler & Sauppe Automatic Slide Projector and other TV equipment used only short time and now priced for quick sale. Call or write C. B. Persons, Station, WEBC, Duluth, Minnesota.

TOWERS

RADIO—TELEVISION

Antennas—Coaxial Cable

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd.,

Portland 11, Oregon

Wanted to Buy

Equipment

WANT TO BUY

One or two complete used image-orth field camera chains and complete microwave unit.

KSWO-TV Lawton, Okla.

Miscellaneous

THE BEST IN COMPLETE

ERECTION OF TOWERS

ANTENNA LIGHTS CO-AX CABLE

WRITE CALL WIRE

J. M. HAMILTON & COMPANY

PAINTING ERECTION MAINTENANCE

YEARS OF EXPERIENCE

Box 2432, Tel. 4-2115, Gastonia, N. C.

Employment Service

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio

Effective Service to Employer and Employee

Howard S. Frazier

TV & Radio Management Consultants

708 Bond Bldg., Washington 5, D. C.

PERSONNEL PROBLEMS?

We render a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.

Griffin & Culver Personnel (Agency)

280 Madison Ave., New York, N.Y. ORegon 9-2690

Paul Baron, Dir., Radio TV and Film Div.

Resumes welcomed from qualified people.

(Continued from page 126)

KPIX (TV) San Francisco, Calif.—KPIX Inc. seeks voluntary transfer of control to Westinghouse Electric Corp. through sale of all stock by Wesley I. Dumm, R. C. D. Bell, Franklin Dumm, Philip G. Laskey, George Hughes, and The Associated Bcstrs. Inc. (KFSO San Francisco). Associated Bcstrs., owned by Wesley Dumm, sells its 71% interest for 81,775 shares of Westinghouse common stock, par value of $12.50 per share. Remaining four stockholders sell their 29% interest for $435,000 and 24,536 shares of common stock. Filed May 10.

KSFO San Francisco, Calif.—The Associated Bcstrs. Inc. seeks voluntary assignment of license to San Francisco Bcstrs. Inc. No consideration involved as Mr. Wesley I. Dumm is sole owner. Associated has sold 71% of KPIX (TV) San Francisco to Westinghouse Electric Corp. Filed May 10.

KCBQ San Diego, Calif.—Charles E. Salik seeks voluntary assignment of license to KCBQ Inc, for $250,000. Principals include President **Stanley W. Schultz** (25%); Vice President **Timothy D. Parkman** (25%); Secretary **Elizabeth Ann R. Parkman** (25%), and Treasurer **Alice M. Schultz** (25%). Principals are owners of KPUX Glendate, Ariz. Filed May 10.

KSTT Davenport, Iowa—Davenport Bcstg Co. seeks transfer of control to A. M. McGregor and L. F. Whalen through purchase of 51% interest from Hugh R. Norman for $53,362. Company redeems Mr. Norman's 48 shares of preferred stock for $4,800. Principals will now include **Arthur Malcolm McGregor** (69.63%), **Ingrum Frances Whalen** (16.71%), and **John McGregor** (13.66%). Filed May 6.

WARE Ware, Mass.—Central Bcstg. Corp. seeks voluntary transfer of control to H. Scott Kilgore through sale of all stock by John B. Poor for $43,666. Mr. Poor is director and general counsel of General Teleradio Inc. and must sell because of multiple ownership rule. Mr. Kilgore is owner WKXL Concord, N. H., vice president-stockholder WGAW Gardner, Mass., and applicant for new am station at Plymouth, Mass. Filed May 6.

WAZF Yazoo City, Miss.—WAZF Inc. seeks voluntary transfer of control to E. O. Roden, W. I. Dove and G. A. Pribbenow through sale of all stock for $40,000. Principals include **E. O. Roben** (50%), owner WBIP Booneville, Miss., 30% owner WTUP Tupelo, Miss., and 62% owner Union News Inc., Jasper, Ala., newspaper; **W. I. Dove** (17%), 40% owner WTUP and 36% owner Union News Inc., and G. A. Pribbenow (33%), loan company. Filed May 6.

KOIN-AM-FM Portland, Ore.—Mt. Hood Radio & Tv Bcstg. Corp. seeks voluntary transfer of 50% interest by Samuel I. and Mitzi E. Newhouse to Central New York Bcstg. Corp. WSYR-AM-TV Syracuse for $556,500. WSYR is owned by the Newhouse family. Filed May 7.

WMAJ State College, Pa.—Centre Bcstg. Inc. seeks involuntary transfer to control to County National Bank at Clearfield, and W. K. Ulerich, executors and trustees of the estate of Richard J. Kennard (38%), deceased. Mr. Ulerich individually owns 38%. Filed May 6.

WKDA Nashville, Tenn.—A. G. Beaman and T. B. Baker Jr. d/b as Capitol Bcstg. Co. seeks voluntary transfer of control to Capitol Bcstg. Co. through sale of all stock for $312,500. Principals include President-Treasurer **John W. Kluge** (73%), president-majority stockholder WGAY Silver Spring, Md., and KXLW Clayton, Mo.; secretary-treasurer-25% stockholder WLOF Orlando, Fla., and treasurer-stockholder Mid-Florida Tv Corp., applicant for new tv station at Orlando; Vice President-Secretary **Harvey L. Glascock**; **Elmer G. Otten** (7%); **Leopold Peavy** (10%), and **John O. Hedden** (10%). Filed May 4.

WRAP Norfolk, Va.—Rollins Bcstg. Inc. seeks voluntary assignment of license to Cy N. Blumenthal for $55,000. Mr. Blumenthal is vice president-1/3 owner WCAN-AM-TV Milwaukee, Wis., and treasurer-39% stockholder WARL-AM-FM Arlington, Va. Sale is contingent upon FCC approval of Rollins purchase of WCAV there. Rollins operates WRAD Radford, Va., WJWL Georgetown, Del., WNJR Newark, N. J., WAMS Wilmington, Del., permittee of WHRN (TV) Dover, Del., and applicant for new am station at Indianapolis, Ind. Filed May 5.

WCAV Norfolk, Va.—Cavalier Bcstg. Corp. seeks voluntary transfer of control to Rollins Bcstg. Inc. through sale of all stock for $20,000. President O. Wayne Rollins and Vice President John W. Rollins individually purchase the outstanding accounts for $70,000. Rollins Bcstg. operates WRAD Radford, Va., WJWL Georgetown, Del., WNJR Newark, N. J., WAMS Wilmington, Del., permittee of WHRN (TV) Dover, Del. and applicant for new am station at Indianapolis, Ind. Rollins has sold WRAP Norfolk, subject to FCC approval. Filed May 5.

Hearing Cases . . .

OTHER ACTIONS

WSLA (TV) Selma, Ala.—Deep South Bcstg. Co. FCC denied petition requesting change of call letters to WBAM-TV (Deep South operates am station WBAM Montgomery, Ala.) as contrary to Commission policy which restricts such use of common call letters to dual operation in same city. Tv station operates on ch. 8. Action May 12.

Am Standards: The first major step to incorporate standards of good engineering practice concerning am broadcast stations into Subpart A of Part 3 of the Rules Governing Radio Broadcast Services was contemplated in Notice of Proposed Rule Making. Action May 6.

Little Rock, Ark.—Vhf ch. 11 proceeding. By Order, the Commission denied petition filed Sept. 2, by Arkansas Television Co., Little Rock, Ark., seeking enlargement of hearing issues with respect to comparative engineering proposals in the proceeding involving its application and that of Arkansas Telecasters Inc., North Little Rock, for new tv station on ch. 11.

By Memorandum Opinion and Order, the Commission granted a petition filed Aug. 24, by Arkansas Telecasters Inc., for enlargement of hearing issues in above-mentioned proceeding and added issue to determine whether considerations with respect to Sec. 307(b) of the Communication Act are applicable in this proceeding, and, if so, whether a choice between the applications can be reasonably based thereon, and, if so, whether a grant to one or the other applicant would provide the more fair, efficient and equitable distribution of television service to the communities involved. Action May 6.

Little Rock, Ark.—Vhf ch. 11 proceeding. By Order, the Commission denied petition filed Oct. 1, by Arkansas Telecasters Inc., seeking review and reversal of an examiner's ruling of Sept. 28, denying its petition for leave to amend its application to specify a different transmitter site, in above-mentioned proceeding.

By Order, the Commission denied a petition filed Sept. 30, by Arkansas Television Co. seeking review and reversal of that part of an examiner's ruling of Sept. 28, granting petition by Arkansas Telecasters Inc., for leave to amend its application regarding studio location, in the above-mentioned proceeding. Action May 6.

Paducah, Ky.—Vhf ch. 6 proceeding. By memorandum Opinion and Order, the Commission affirmed a ruling of an examiner which denied a motion of Paducah Newspapers Inc., to strike certain supplementary information regarding operating staff filed by Columbia Amusement Co. in proceeding involving these two applications for a new tv station to operate on ch. 6 in Paducah, Ky. Commissioner Doerfer dissented. Action May 6.

Charlotte, N. C.—Vhf ch. 9 proceeding. FCC, by memorandum opinion and order ordered the proceeding involving applications of WSOC, Piedmont Electronics and Fixture Corp. and Carolinas' Tv Corp. for new tv station on vhf ch. 9 in Charlotte be remanded to the hearing examiner with instructions that the hearing, which had been stayed pending Commission review of examiner's rulings relating to points of reliance, be resumed promptly and with further hearing conferences, if any, to be ordered by the examiner only if, in his judgment, in light of the views expressed in the Memorandum Opinion and Order, such conferences would enable the parties to narrow the issues and reach such agreements as would conduce to the prompt dispatch of the hearing. Comr. Hennock concurred and issued separate view. Action May 7.

Miami, Fla.—Vhf ch. 7 proceeding. By Memorandum Opinion and Order the Commission ordered the proceeding involving applications of Biscayne Television Corp., East Coast Television Corp., The South Florida Television Corp., and Sunbeam Television Corp., for new tv station on ch. 7 in Miami, Fla., be remanded to the hearing examiner with instructions that the hearing, which had been stayed pending Commission review of an examiner's rulings relating to points of reliance, be resumed promptly and with further hearing conferences, if any, to be ordered by the examiner only if, in his judgment, in light of the views expressed in the Memorandum Opinion and Order, such conferences would enable the parties to narrow the issues and reach such agreements as would conduce to the prompt dispatch of the hearing. Comr. Hennock concurred and issued separate view. Action May 7.

WISP Kinston, N. C.—Citizens Bcstg. Co. FCC designated for hearing application of WISP to increase power from 100 to 250 w on 1230 kc, U, in a consolidated proceeding with application of Port Bcstg. Co., for new station in Wilmington, N. C., for the same facilities; said hearing to commence on May 11; ordered that issues 5 and 6 referring to WISP's application be made issues in Docket 10749, and made WFAI Fayetteville, N. C., a party to this proceeding. Action May 12.

Providence, R. I.—Vhf ch. 12 protest. The Commission announced its Order denying petition filed April 21, by Channel 16 of Rhode Island Inc. (WNET (TV) ch. 16), Providence, R. I., seeking review and reversal of an examiner's ruling of April 16, which granted motion by Cherry and Webb Bcstg. Co. to strike "Ultimate Findings of Fact" from the Findings of Fact filed by Channel 16 after hearing in the proceeding involving applications of Cherry and Webb for construction permit for new tv station on ch. 12 in Providence and for special temporary authorization. Commissioner Hennock issued a dissenting opinion. Action May 7.

Tv Allocation—FCC completed March 11 rule making by assigning ch. 21 (plus) for commercial use at Huntington, Ind. and ch. 53 (plus) for commercial use at Fitzgerald, Ga. Action May 6.

Tv Allocation—By Report and Order, the Commission finalized proposed rule making of March 11, and changed the assignment of tv ch. 5 at

BMI "Pin Up" Hit

"HERE"

RECORDED BY

TONY MARTIN .... Victor

FOUR BELLS .... Bell

BETTY CODY .... Victor

PUBLISHED BY
HILL & RANGE SONGS, INC.

BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

WANTED

The current home addresses of those members of Sigma Delta Chi, Professional Journalistic Fraternity who may not have kept in touch with National Headquarters are urgently needed.

If you have not received communications from National Headquarters since January 1, 1954, the chances are that your current address is unknown. Important information about your membership status is being held for you. Don't delay, notify us today.

Sigma Delta Chi
Headquarters
35 East Wacker Drive
Chicago 1, Ill.

Weston, W. Va., from commercial to non-commercial educational. This makes 251 tv channels now reserved for education. Action May 6.

Tv Assignment—Uhf ch. 35. By Report and Order, the Commission finalized proposed rule making of March 17 and assigned ch. 35 to the Albany-Schenectady-Troy, N. Y. area, in lieu of that channel's present assignment to Schenectady. Comr. Hennock dissented. This change will become effective 30 days after publication in the *Federal Register*. Action May 12.

Arlington, Grand Prairie, Dallas, Tex.—FCC designated for hearing applications of Mid-Cities Bcstrs. and Jesse Mae Cain, each seeking new am station on 1220 kc 250 w, D; and that of KLIF to change operation on 1190 kc from 1 kw, 5 kw-daytime, DA-N, U, to 1 kw, 50 kw-daytime, DA-2, U; further ordered that in event Trinity is preferred, its application will be held in pending file until final decision concerning daytime skywave interference. Action May 12.

Point Pleasant, Spencer, W. Va.—Hi Kinco Bcstrs., Ohio Valley on the Air Inc. FCC designated for competitive hearing application for new am stations on 1590 kc 1 kw daytime. Action May 12.

Hearing Calendar . . .

May 17

Clarksburg, W. Va.—Vhf ch. 12, argument before the Commission en banc—WBLK, Clarksburg Pub. Co., Chief Broadcast Bureau.

Hartselle, Ala.—New am, 860 kc, further hearing before Examiner James D. Cunningham—Dorsey Eugene Newman, WERD Atlanta, WDMG Douglas, Ga., WAMI Opp, Ala.

Milwaukee, Wis.—Vhf ch. 12, further hearing conference before Examiner Herbert Sharfman—WEMP, WFOX, Milwaukee Area Telecasting Corp., Kolero Telecasting Corp.

Huntington, W. Va.—Vhf. ch. 13, further hearing before Examiner John B. Poindexter—WHTN, WPLH.

Daytona Beach, Fla.—Vhf ch. 2, before Examiner H. Gifford Irion—WNDB, WMFJ.

May 18

Esterville, Iowa—before Examiner Herbert Sharfman—KLIL, KROC Rochester, Minn., KFGT Fremont, Neb.

May 19

Miami Beach, Fla.—Vhf ch. 10, further hearing before Examiner Herbert Sharfman—WKAT, L. B. Wilson., North Dade Video Inc., Public Service Television Inc.

May 20

Omaha, Neb.—Vhf ch. 7, further hearing before Examiner Isadore A. Honig—KFAB, Herald Corp.

Akron, Ohio—before Examiner Elizabeth C. Smith—WCUE.

May 21

Irwin-Pittsburgh, Pa.—Vhf ch. 4, before Examiner Elizabeth C. Smith—KQV, WCAE, WLOA, Wespen Television Inc., Irwin Community Television Co.

Rule-Making Petitions . . .

4-29-54—Lexington Ky., American Bcstg. Corp.—Motion to dismiss opposition to petition of WSM Inc. filed for American Bcstg. Corp. (Sec. 3.606, 3.610(a)(1) & Fig. 1, Appendix 1).

4-30-54—Norfolk, Va., Commonwealth Bcstg. Co.—Opposition to Petition for Assigning ch. 13 to Princess Anne, Va., filed for Peninsular Bcstg. Corp. (Sec. 3.606).

5-3-54—Lexington, Ky., American Bcstg. Corp.—Opposition to Petition to amend Sec. 3.606, table of assignments & Sec. 3.610, separation & boundary line between Zones I and II filed for WHAS Inc. (Sec. 3.606, 3.610(a)(1) & Fig. 1, Appendix 1)

Routine Roundup . . .

May 10 Applications

ACCEPTED FOR FILLING

License for CP

KLAM Cordova, Alaska—Northern Light Bcstg. Corp.—License to cover construction permit (BP-9038,) as modified which authorized new standard broadcast station (BL-5296).

WFKN Franklin, Ky., L. L. Valentine, and H. H. Ogles d/b as Franklin Bcstg. Co.—License to cover construction permit (BP-8937) as modified which authorized a new standard broadcast station (BL-5239).

KWOC Poplar Bluff, Mo. Poplar Bluff Bcstg. Co.—License to cover construction permit (BP-9005) which authorized change from directional antenna DA-2 to directional antenna night only (DA-N) (BL-5288).

WSIG Mt. Jackson, Va., Richard Field Lewis Jr.—License to cover construction permit (BP-8869) which authorized new standard broadcast station (BL-5292).

WSGN-FM Birmingham, Ala., Jemison Bcstg. Co.,—License to cover construction permit (BPH-1928) which authorized changes in licensed stations (BLH-962).

Renewal of License

WJVB Jacksonville Beach, Fla., Jacksonville Beach Bcstg. Co.—(BR-1537).

WTNJ Trenton, N. J., W O A X Inc.—(BR-186).

WLFH Little Falls, N. Y., Rock City Bcstrs.—(BR-2725).

WDLO Port Jervis, N. Y., Port Jervis Bcstg. Co.—(BR-2874).

WCVI Connellsville, Pa., Connellsville Bcstrs., Inc.—(BR-1550).

WIKK Erie, Pa., Community Service Bcstg. Co.,—(BR-2098).

WKVA Lewistown, Pa., Central Pennsylvania Bcstg. Co.—(BR-2390).

KEDO-FM Ontario, Calif., Mrs Jerene Appleby Harnish, et el partnership d/b as The Daily Report Co.,—(BRH-96).

WRNY-FM Rochester, N. Y., Rochester Bcstg. Co.—(BRH-473).

WSAN-FM Allentown, Pa., B. Bryan Musselman et el d/b as Lehigh Valley Bcstg. Co.—(BRH-354).

WPPA-FM Pottsville, Pa., A. V. Tidmore tr/as Pottsville Bcstg. Co.—(BRH-286).

Remote Control

KOSY Texarkana, Ark., W. Decker Smith and A. L. Davis d/b as Gateway Bcstg. Co.—(BRC-390).

WPIT Pittsburgh, Pa., WPIT Inc.—(BRC-391).

WHHM Memphis, Tenn., Mid-South Bcstg. Corp.—(BRC-389).

KUNO Corpus Christi, Tex., KUNO Inc.—(BRC-393).

Applications Returned

KDUZ Hutchinson, Minn., Victor J. Tedesco, Albert S. Tedesco and Nicholas Tedesco, a partnership d/b as McLeod County Bcstg. Co.,—Voluntary assignment of license to Albert S. Tedesco and Patricia W. Tedesco d/b as McLeod County Bcstg. Co. (Name of assignee & assignor incorrect).

WCOW South St. Paul, Minn., Victor J. Tedesco, Albert S. Tedesco, Antonio S. Tedesco and Nicholas Tedesco d/b as South St. Paul Bcstg. Co.—Voluntary assignment of license to Victor J. Tedesco, Antonio S. Tedesco and Nicholas Tedesco d/b as South St. Paul Bcstg. Co. (Name of assignee and assignor incorrect).

We Look Forward to Seeing You
at Our
Palmer House Suite
NARTB Convention
May 24—May 27
Appraisals • Negotiations • Financing
BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Modification of CP

WTOP-TV Washington, D. C. WTOP Inc.—Mod. of CP (BPCT-1771), which authorized changes in facilities of existing tv station for extension of completion date to 9/6/54 (BMPCT-2099).

WBOS-TV Boston Mass., E. Anthony & Sons Inc.—Mod. of CP (BPCT-879) as mod., which authorized new tv station for extension of completion date from 5/25/54 (BMPCT-2098).

WNXT Portsmouth, Ohio, Portsmouth Bcstg. Co.—Modification of construction permit (BP-8664) as modified, which authorized increase in daytime power; install new transmitter & employ different DA system for daytime operation for extension of completion date (BMP-6517).

KPLA Hollywood, Calif. Don C. Martin tr/as School of Radio Arts—Modification of construction permit (BPH-1105) as modified for extension of completion date (BMPH-4913).

WWOL-FM Buffalo, N. Y., Leon Wyskatycki tr/as Greater Erie Bcstg. Co.—Modification of construction permit (BPH-1177) as modified for extension for completion date (BMPH-4914).

License for CP

KWTO Springfield, Mo., Ozarks Bcstg. Co.—License to cover construction permit (BP-5259) as modified which authorized increase power and changes in DA for night use and license to cover constuction permit (BP-8999) which authorized installation of new transmitter (BL-5286).

WAEW-FM Crossville, Tenn., WAEW Inc.—License to cover construction permit (BPH-1926) which replaced expired permit (BLH-960).

WCAC Anderson, S. C., Wilton E. Hall—License to cover construction permit (BPH-1766) as modified with authorized changes in licensed station (BLH-961).

Application Returned

KOKO Warrensburg, Mo., Clinton Bcstg. Co.—Voluntary assignment of license to Lee E. Baker and Jeanne F. Baker d/b as Warrensburg Bcstg. Co. Not notarized.

Remote Control

KXKX San Francisco, Calif., Electric Service Corp. (BRCH-86).

Modification of License

KTIS-FM Minneapolis, Minn., Northwestern Theological Seminary & Bible Training School—Modification of license to change name to Northwestern Schools-Bible College, College of Liberal Arts, Theological Seminary (BMLH-75).

Renewal of License

WLAN-FM Lancaster, Pa., The Peoples Bcstg. Co. (BRH-682).

WMGW-FM Meadville, Pa., Meadville Bcstg. Service, Inc. (BRH-201).

WFLN (FM) Philadelphia, Pa., Lawrence M. C. Smith tr/as Franklin Bcstg. Co. (BRH-470).

WJAS-FM Pittsburgh, Pa., Pittsburgh Radio Supply House (BRH-416).

WJPA-FM Washington, Pa., Washington Bcstg. Co. (BRH-444).

WFSI (FM) Lakeland, Fla., Florida Southern College (BRED-96).

WGAL-TV Lancaster, Pa., WGAL Inc. (BRCT-50).

WPTZ (TV) Phila., Pa., Westinghouse Bcstg. Co. (BRCT-4).

WOAI-TV San Antonia, Tex., Southland Industries Inc. (BRCT-45).

May 11 Decisions

BROADCAST ACTIONS

Actions of May 7

WRNY Rochester, N. Y., Rochester Bcstg. Co.—Granted extension of authority, for the period ending Nov. 1, to transmit baseball games to Station CFRA, Ottawa, Canada, from Rochester.

Granted License

WICK Scranton, Pa., Scranton Radio Corp.—Granted license for am broadcast station; 1400 kc, 250 w, U (BL-5264).

WCSI Columbus, Ind., Syndicate Theatres Inc.—Granted license covering installation of new transmitter, change studio location and remove fm antenna from am tower (BL-5266).

KCAL Redlands, Calif., Southwest Bcstg. Co.—Granted license for am broadcast station; 1410 kc, 1 kw, D (BL-5262).

WJAZ Albany, Ga., Radio Station WJAZ—Granted license covering increase in power and installation of new transmitter; 1050 kc, 1 kw, D (BL-5273).

WAGS Bishopville, S. C., Lee County Bcstg. Co.—Granted license for am broadcast station; 1380 kc, 1 kw, D (BL-5259).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WLTV (TV) Wheeling, W. Va., to 10-11-54; WPTV (TV) Ashland, Ky., to 10-13-54; WBOS-TV Boston, Mass., to 11-25-54.

Actions of May 6

Modification of CP

WAYS-TV Charlotte, N. C., WAYS-TV Inc.—Granted Mod. of CP for extension of completion date to 11-28-54 (BMPCT-2096).

Actions of May 5

Remote Control

WGEZ Jamesville, Wis., Beloit Bcstg. Co.—Granted authority to operate transmitter by remote control.

Granted License

WKIN Kingsport, Tenn., Radio Station WKIN Inc.—Granted license covering increase in power and change type transmitter; 1320 kc, 5 kw, D (BL-5280).

WPGC Morningside, Md., Harry Hayman—Granted license for am broadcast station; 1580 kc, 250 w, D (BL-5275).

WHPE-FM High Point, N. C., High Point Bcstg. Co.—Granted license covering changes in station; ch. 238 (95.5 mc), 13 kw, U (BLH-959).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

KBTV (TV) Denver, Colo., to 12-1-54; WCNO-TV New Orleans, La., to 11-30-54.

Actions of May 4

Remote Control

WPOR Portland, Me., Oliver Bcstg. Corp.—Granted authority to operate transmitter by remote control.

Granted License

WDOT Burlington, Vt., WDOT Corp.—Granted license for am broadcast station; 1400 kc, 250 w, U (BL-5282).

WHHM Memphis, Tenn., Mid-South Bcstg. Corp.—Granted license covering change in transmitter location and installation of new antenna system (BL-5270).

KGFL Roswell, N. M., KGFL Inc.—Granted license covering change in studio location and installation of new transmitter (BL-5276).

Modification of CP

WRGS Rogersville, Tenn., Rogersville Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter and studio location and change type transmitter; conditions (BMP-6472).

KBIF Fresno, Calif., John Poole Bcstg. Co.—Granted Mod. of CP for change in transmitter location; conditions (BMP-6051).

WRBS Bay Shore, N. Y., Great South Bay Bcstg. Co.—Granted Mod. of CP for extension of completion date to 11-23-54.

WJHL-FM Johnson City, Tenn., WJHL Inc.—Granted Mod. of CP for extension of completion date to 7-15-54.

WDAN Danville, Ill., Northwestern Pub. Co.—Granted Mod. of CP for extension of completion date to 6-30-54; condition.

Actions of May 3

Remote Control

WEAR Pensacola, Fla., Gulfport Bcstg. Co.—Granted authority to operate transmitter by remote control.

WADP Warren, Pa., Northern Allegheny Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WEHT (TV) Henderson, Ky., to 12-3-54; WAIM-TV Anderson, S. C., to 11-30-54; WBRE-TV Wilkes-Barre, Pa., to 12-1-54.

ACTIONS ON MOTIONS

Comr. John C. Doerfer

Jefferson Amusement Co., Port Arthur, Tex.—Granted petition for an extension of time to and including May 27, in which to file its exceptions to initial decision (Docket 10779) re ch. 4.

By Hearing Examiner Herbert Sharfman

Zenith Radio Corp., Chicago, Ill.—Granted petition for leave to amend its application (Docket 8917; BPCT-322) for ch. 2, by changing its main studio, reflecting election of a new director, etc.

By Hearing Examiner Charles J. Frederick

Granted petition of Pittsburgh Radio Supply House Inc., Pittsburgh, Pa., for continuance from May 7 to May 13 of hearing conference in re ch. 11 (Dockets 8694 et al.).

By Hearing Examiner Isadore A. Honig

Issued a Memorandum of Commencement of Hearing, and Order, in re applications of KFJI and Klamath Falls Tv Inc., applicants for ch. 2 at Klamath Falls, Ore.; tentative points of reliance will be exchanged by the parties on May 11, and a further hearing conference will be held on June 2 to consider points of reliance proposed by the parties, etc. (Dockets 10980-81).

KFAB Bcstg. Co., Herald Corp., Omaha, Neb.—Granted petition of KFAB for extension from May 10 to May 14 for exchanging proposed Points of Reliance in re applications for ch. 7 (Dockets 9009 and 10909); ordered further hearing conference scheduled for May 17 continued to May 20.

May 11 Applications

ACCEPTED FOR FILING

Renewal of License

WDEL-FM Wilmington, Del., WDEL Inc.—(BRH-599).

WLBR-FM Lebanon, Pa., Lebanon Bcstg. Co.—(BRH-309).

WGAL-FM Lancaster, Pa., WGAL, Inc.—(BRH-645).

WIP-FM Philadelphia, Pa., Pennsylvania Bcstg. Co.—(BRH-16).

WWSW-FM Pittsburgh, Pa., WWSW Inc.—(BRH-5).

WNOW-FM York, Pa., H. J. Williams, et al, d/b as The Helm Coal Co.—(BRH-533).

License for CP

WSTV-FM Steubenville, Pa., WSTV Inc.—License to cover construction permit (BPH-1884) which authorized changes in licensed station (BLH-963).

May 12 Decisions

TV BROADCAST ACTIONS

McFarland Letter

KOLN-TV Lincoln, Neb., Cornhusker Radio & Tv Corp.—Is being advised that application (BAPCT-89) for assignment of CP (ch. 12) to Byron J. Dunn, trustee, indicates necessity of a hearing.

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman

On request of all applicants, continued from May 10 to May 17 the hearing in re applications of Wisconsin Bcstg. System Inc., et al for ch.12 in Milwaukee, Wis. (Dockets 8954, et al).

By Hearing Examiner Claire W. Hardy

Ala-Fla-Ga Tv. Inc. Dothan, Ala.—By Order, granted motion for leave to amend its tv application for ch. 9, to show reduction of proposed antenna height, etc. (Docket 10992).

By Hearing Examiner Harold L. Schilz

WLOX Bcstg. Co. Biloxi, Miss.—Denied petition of April 28 to enlarge the issues in re its application and that of Radio Associates Inc., for ch. 13 at Biloxi. (Dockets 10844-45; BPT-1150, 1157).

By Hearing Examiner John B. Poindexter

On request of Greater Huntington Radio Corporation and agreement by Huntington Broadcasting Corporation, continued further hearing from May 17 to June 28, 1954, re their applications for ch. 13 at Huntington, W. Va. (Dockets 10863-65).

By Hearing Examiner William G. Butts

Ottaway Stations Inc. Endicott, N. Y.—Granted request for extension of time from May 10 to May 12, to file corrections to the transcript in proceeding re its application and that of Southern Tier Radio Service Inc., Binghamton, N. Y. for ch. 40 (Dockets 10681; BPCT-892, 1097).

Capitol Television Corp. Jefferson City, Mo.—Granted motion for an extension of time from May 10 to May 17 for exchange of information and for continuance of hearing from May 14 to May 17 re its application for ch. 13 (Docket 10998 et al).

By Hearing Examiner H. Gifford Irion

On request of Richmond Television Corp. for an extension of time to file proposed findings re its application and that of Richmond Newspapers Inc. for ch. 12 at Richmond, Virginia, and with the consent of Richmond Newspapers and the Broadcast Bureau, continued from May 17 to May 24 time for submission of proposed findings (Dockets 8945, 10805).

Ordered that the corrections to the transcript submitted on May 3 by James M. Tisdale (WVCH), applicant for CP (Docket 10089; BP-8100), and by Key Broadcasting Co. (WBMD), respondent, are accepted and the transcript is corrected as proposed.

By Hearing Examiner Fanney N. Litvin

Ole Miss. Bcstg. Co., Oxford, Miss.—Granted petition for leave to amend its application (Docket 10763; BP-8784) to reflect changes in its officers, directors and stockholders and present ownership of stockholders.)

By Hearing Examiner Thomas H. Donahue

On the Examiner's own motion, ordered that the hearing re applications of White Radio Co., Wichita Falls, Tex. (Docket 10719; BP-8615); Lawton Bcstg Co., (Docket 10720; BP-8689) and Progressive Bcstg. Co. (Docket 10993; BP-9122) both at Lawton, Okla., be continued from May 12 to May 28.

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WALL Middletown, N. Y.; WATN Watertown, N. Y.; WBTA Batavia, N. Y.; WBUD Trenton, N. J.; WCAM Camden, N. J.; WCBA Corning, N. Y.; WEOK Poughkeepsie, N. Y.; WENT Gloversville, N. Y.; WDOS Oneonta, N. Y.; WCMC Wildwood, N. J.; WCHN Norwich, N. Y.; WEAV Plattsburg, N. Y.; WEBR Buffalo, N. Y.; WELM Elmira, N. Y.; WENE Endicott, N. Y.; WFAS White Plains, N. Y.; WFBL Syracuse, N. Y.; WFCB Dunkirk, N. Y.; WGAT Utica, N. Y.; WGVA Geneva, N. Y.; KCHI Chillicothe, Mo.; KSTV Stephenville, Tex.; WRFW Eau Claire, Wis.; KRVN Lexington, Neb.; WZIP Covington, Ky.; KIVY Crockett, Tex.; KSL Salt Lake City.

May 12 Applications

ACCEPTED FOR FILING

Renewal of License

WTUX Wilmington, Del., Port Frere Bcstg. Co. (BR-1551).

WHAM Rochester, N. Y., Stromberg-Carlson Co. (BR-261).

WKAL Rome, N. Y., Copper City Bcstg. Corp. (BR-1481).

WCPA Clearfield, Pa., Clearfield Bcstrs. Inc. (BR-1864).

WCED DuBois, Pa., Tri-County Bcstg. Co. (BR-1101).

WERC Erie, Pa., Presque Isle Bcstg. Co. (BR-1128).

APPLICATION RETURNED

License for CP

WEMR Emporium, Pa., Kenneth E. Rennekamp tr/as Elk-Cameron Bcstg. Co.—License to cover construction permit (BP-8265) as modified which authorized new standard brodacast station.

FOR VOLUME SPOT SALES...

CONTACT:

Joseph Hershey McGillvra Inc.

RADIO AND TELEVISION REPRESENTATIVES

SINCE 1933

366 MADISON AVENUE • NEW YORK 17 • PHONE: MU 2-8755

NEW YORK • CHICAGO • BEVERLY HILLS • SAN FRANCISCO

Gives you more total audience — more audience per dollar invested — than any other Atlanta TV outlet, because WSB-TV is

The great AREA station of the Southeast

A reception index study of the Southeast was made in February, 1954 by American Research Bureau. Findings were combined with figures from the CBS survey, "U.S. Television Ownership by Counties", of November 1953. In Georgia, Alabama, Tennessee, North Carolina and South Carolina, *WSB-TV covers 18% more counties* than Atlanta station B; *106% more counties* than station C. In the out-lying 25-74% effective coverage area, WSB-TV delivers 63,235 more families than station B, 137,782 more than station C. We or Petry will be happy to show you supporting statistical evidence in full. Get *more* for your money — *get on WSB-TV.*

wsb-tv
ATLANTA, GEORGIA

Channel 2 with 100,000 watts from 1062 ft. tower. Georgia's only full NBC service.

AFFILIATED WITH THE ATLANTA JOURNAL AND CONSTITUTION

TELESTATUS

May 17, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. **Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.**

ALABAMA

Birmingham—
► WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000
► WBRC-TV (6) NBC; Katz; 219,454
WJLN-TV (48), 12/10/52—Unknown

Decatur†—
WMSL-TV (23) Walker; 12/26/52-6/1/54

Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
► WKAB-TV (48) CBS, DuM; Forjoe; 60,800
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 30,200
WSFA-TV (12) Headley-Reed; 3/25/54-9/15/54

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KTYL-TV (12) NBC, DuM; Avery-Knodel; 92,000

Phoenix—
► KOOL-TV (10) ABC; Blair; 92,000
► KPHO-TV (5) CBS, DuM; Katz; 92,000

Tucson—
► KOPO-TV (13) CBS, DuM; Forpoe; 24,250
► KVOA-TV (4) ABC, NBC; Raymer; 24,250

Yuma†—
► KIVA (11) DuM; Hollingbery; 18,243

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
American Television Inc. (5) Initial Decision 4/30/54

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
► KARK-TV (4) NBC; Petry
► KATV (7) (See Pine Bluff)
KETV (23) 10/30/53-Unknown

Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 64,231

Texarkana—
► KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 55,000
► KERO-TV (10) ABC, CBS, NBC; Avery-Knodel; 109,692

Berkeley (San Francisco)—
*KQED (*9) 7/24/53-May '54 (granted STA April 16)*

Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Grant; 42,220

Corona†—
KCOA (52), 9/16/53-Unknown

El Centro†—
KPIC-TV (16) 2/10/54-Unknown

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 10,000

Fresno—
► KBID-TV (53) Meeker; 92,052
► KJEO-TV (47) ABC, CBS; Branham; 106,558
► KMJ-TV (24) CBS, NBC; Raymer; 85,841

Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
► KABC-TV (7) ABC; Petry; 1,817,177
► KCOP (13) Katz; 1,817,177
► KHJ-TV (9) DuM; H-R; 1,817,177
► KNBH (4) NBC; NBC Spot Sls.; 1,817,177
► KNXT (2) CBS; CBS Spot Sls.; 1,817,177
► KTLA (5) Raymer; 1,817,177
► KTTV (11) Blair; 1,817,177
► KTHE (*28)

Merced†—
KMER (34), 9/16/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Newest Starters

Listed below is the newest station that has started regular operation:

KBMT (TV) Beaumont, Tex. (ch. 31), May 9.

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 382,361

Sacramento—
KBIE-TV (46) 6/26/53-Spring '54
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 73,200
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 382,361

San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 214,771
► KFSD-TV (10) NBC; Katz; 214,771
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 935,700
► KPIX (5) CBS, DuM; Katz; 935,700
► KRON-TV (4) NBC; Free & Peters; 935,700
► KSAN-TV (32) McGillvra

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 66,441

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 430,192

Stockton†—
► KTVU (36) Hollingbery; 76,000
KHOF (13) 2/11/54-6/1/54

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 123,000

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 42,936
► KRDO-TV (13) NBC; McGillvra; 36,000

Denver—
► KBTV (9) ABC; Free & Peters; 209,306
► KFEL-TV (2) DuM; Blair; 209,306
► KLZ-TV (7) CBS; Katz; 209,306
► KOA-TV (4) NBC; Petry; 209,306
*KRMA-TV (*6), 7/1/53-1954*

Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-5/30/54

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 40,360
► KDZA-TV (3) McGillvra; 40,000

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
► WICC-TV (43) ABC, DuM; Young; 72,340

Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown

New Britain—
► WKNB-TV (30) CBS; Bolling; 167,922

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
*WCTN (*63), 1/29/53-Unknown*

Stamford†—
WSTF (27), 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 124,800

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 211,522
WILM-TV (83), 10/14/53-Unknown

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
375,721
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

AVOID COSTLY DUPLICATION

BUY WTVP

Decatur, Illinois
Ch. 17

For a solid sales coverage of the rich, growing area on the road between Chicago & St. Louis

PRESENT AUDITED AREA, 80,000 TV Homes 92.8% U.H.F. CONVERTED

Served at lowest cost without any duplication

WTVP
DECATUR, ILLINOIS
ABC-DuMONT
Geo. W. Clark • Nat'l. Rep.

THE SOLID
SALES LINK
BETWEEN THE
CHICAGO ST. LOUIS
MARKET AREAS
CHICAGO
Peoria
Champaign
92.8%
WTVP
DECATUR
Springfield
ST. LOUIS
U.H.F.

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls.; 612,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 559,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 116,116
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 46,626
► WMBR-TV (4) CBS; CBS Spot Sls.; 243,857
WOBS-TV (30) Stars National; 8/12/53-Sept. '54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 241,500
WMFL (33), 12/9/53-Unknown

Orlando—
WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 10/14/53-6/15/54

Panama City†—
► WJDM (7) CBS; Hollingbery

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 52,500
► WPFA (15) CBS, DuM; Young; 14,760

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 71,200

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-June '54

West Palm Beach—
WEAT-TV Inc. (12) Walker; 2/18/54-Fall '54
► WIRK-TV (21) ABC, NBC, DuM; Weed; 23,650
WJNO-TV (5) NBC; Meeker; 11/4/53-8/1/54

GEORGIA

Albany†—
► WALB-TV (10) NBC; Burn-Smith; 41,564

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 340,810
► WLWA (11) ABC, DuM; Crosley Sls.; 340,810
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 89,600
► WRDW-TV (12) CBS; Headley-Reed; 78,000

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 53,787
► WRBL-TV (4) CBS; Hollingbery; 61,471

Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) Weed; 94,380

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 26,000
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-6/15/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 33,500
► KIDO-TV (7) ABC, NBC, DuM; Blair; 28,500

Idaho Falls—
► KID-TV (3) CBS, NBC, DuM; Gill-Perna; 20,000
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-8/1/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 239,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,618,145
► WBKB (7) ABC; Blair; 1,618,145
► WGN-TV (9) DuM; Hollingbery; 1,618,145
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,618,145
WOPT (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 30,000

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 129,500

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 142,997
► WTVH-TV (19) ABC, DuM; Petry; 106,405

Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 111,000

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 181,623
► WTVO (39) NBC, DuM; Weed; 87,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 67,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 530,630

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 56,000
► WEHT (50) See Henderson, Ky.

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 78,937
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 463,200
WISH-TV (8) CBS; Bolling; 1/28/54-7/1/54 (granted STA April 5)

LaFayette†—
► WFAM-TV (59) NBC; Rambeau; 48,600

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 69,300

Princeton†—
► WRAY-TV (52) Walker; 55,400

South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 105,665

Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/1/54

Waterloo†—
WINT (15) 4/6/53-6/15/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 224,280

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811

Des Moines—
► KGTV (17) Hollingbery; 46,713
► WHO-TV (13) NBC; Free & Peters

Fort Dodge†—
► KQTV (21) Pearson; 42,100

Mason City†—
KGLO-TV (3) CBS, DuM; Weed; 10/14/53-5/15/54

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 107,870
KTIV (4) Hollingbery; 1/21/54-8/16/54

Waterloo—
► KWWL-TV (7) ABC, NBC, DuM; Headley-Reed; 101,448

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 104,309
Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*
Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 57,565
Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 49,808
Wichita—
KAKE-TV (10) 4/1/54-July '54
► KEDD (16) ABC, NBC, Petry; 80,457

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 42,969
Lexington†—
*WLAP-TV (27) 12/3/53-*See footnote (c)
WLEX-TV (18) 4/13/54-Unknown
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown
Paducah†—
WTLK (43), 9/16/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 49,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54
Lafayette†—
KVOL-TV (10), 9/16/53-7/1/54
KLFY-TV (10), Rambeau; 9/16/53-7/1/54
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
► KTAG (25) CBS, ABC, DuM; Young; 17,000
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 125,000
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Summer '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 250,005
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 36,200

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 58,600
Murray Carpenter & Assoc. (2) 5/5/54-Unknown
Lewiston—
► WLAM-TV (17) CBS, DuM; Everett-McKinney; 19,037
Poland†—
WMTW (8) 7/8/53-7/1/54
Portland—
► WCSH-TV (6) NBC; Weed; 89,875
WGAN-TV (13) Avery-Knodel; 11/19/53-5/16/54 (granted STA March 29)
► WPMT (53) ABC, CBS, DuM; Everett-McKinney; 40,300

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 543,927
► WBAL-TV (11) NBC; Petry; 543,927
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 543,927
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-5/24/54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) DuM; Walker; 134,110
Boston—
WBOS-TV (50) 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,171,111
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,171,111
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 118,000
New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54
Pittsfield†—
WBEC-TV (64) 11/12/53-Unknown
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 132,000
► WWLP (61) ABC, NBC; Hollingbery; 128,000
Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-Aug. '54
► WWOR-TV (14) ABC, DuM; Raymer; 45,640

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 18,000
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) ABC; Weed; see footnote (e)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 42,772
Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,420,500
► WWJ-TV (4) NBC; Hollingbery, 1,277,991
► WXYZ-TV (7) ABC; Blair; 1,140,000
East Lansing†—
► WKAR-TV (*60)
Flint—
WFDF-TV (12), Initial Decision 5/11/53
WTAC-TV (16) See footnote (d)
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 396,580
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 380,670
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 42,000
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 254,700
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM(35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 79,200
WSBM-TV (51), 10/29/53-Unknown
Traverse City †—
WPBN-TV (7) Holman; 11/25/53-Unknown

MINNESOTA

Austin†—
► KMMT (6) ABC, CBS, DuM; Pearson; 78,925
Duluth† (Superior, Wis.)—
► KDAL-TV (3) NBC; Avery-Knodel
► WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000
Hibbing†—
KHTV (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
► WCCO-TV (4) CBS, DuM; Free & Peters; 452,300
► WTCN-TV (11) ABC; Blair; 427,000
Rochester—
► KROC-TV (10) NBC, DuM; Meeker; 70,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 452,300
► WMIN-TV (11) ABC; Blair; 427,000

Now....

WSJV-TV

is **THE**

ABC NBC

AFFILIATE

in the

SOUTH BEND ELKHART MARKET

a BILLION DOLLAR MARKET

AN EXCLUSIVE UHF MARKET WITH MORE THAN 118,000 UHF SETS IN USE

●

ask your

H-R TELEVISION MAN

For rates, availabilities and market data

WSJV-TV
ELKHART, INDIANA
ABC—DuMONT—NBC

John F. Dille, Jr. President

MISSISSIPPI

Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 85,607
► WSLI-TV (12) ABC; Weed; 88,650
Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown
Clayton†—
KFUO-TV (30), 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 43,559
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 110,764
► WGEM-TV (10) See Quincy, Ill.
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 389,182
► KMBC-TV (9) CBS; Free & Peters; 389,182
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 389,182
► WHB-TV (9) CBS; Blair; 389,182
Kirksville†—
KTVO (3) 12/16/53-6/15/54
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 99,418
St. Louis—
KACY (14) See Festus
*KETC (*9) 5/7/53-July '54*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 632,998
► KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.
KWK-TV (4) 4/21/54-Unknown
Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-Unknown
Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 44,651
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; Headley-Reed; 9,000
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6) NBC, DuM; Walker; 4,200
Great Falls†—
► KFBB-TV (5) CBS, DuM; Headley-Reed; 4,100
Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege—
► KHOL-TV (13) CBS, DuM; Meeker; 23,000
Lincoln—
KFOR-TV (10) See footnote (d)
► KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 82,607
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 241,052
► WOW-TV (6) DuM, NBC; Blair; 237,993

NEVADA

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,720
Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 13,623

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 210,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) see footnote (d)
WOCN (52), 1/8/53-Unknown
Camden†—
WKDN-TV (17), 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WDHN (47), 4/2/53-Unknown
*WTLV (*19), 12/4/52-Unknown*
Trenton†—
WTTM-TV (41), Forjoe; 7/16/53-Unknown

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 42,000
► KOAT-TV (7) ABC; Hollingbery; 40,000
► KOB-TV (4) NBC, DuM; Branham; 40,548
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 21,118

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 77,482
*WTVZ (*17), 7/24/52-Unknown*
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 274,238
*WQTV (*46), 8/14/52-Unknown*
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-Summer '54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 398,832. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 135,000
*WTVF (*23) 7/24/52-Unknown*
WGR-TV (2) NBC; Headley-Reed; 4/7/54-July '54
Carthage†—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-Aug. '54
Elmira—
► WECT (18) NBC; Everett-McKinney; 28,462
► WTVE (24) ABC, CBS, DuM; Forjoe; 30,000
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

OREGON Gov. Paul Patterson (c) breaks ground for KOIN-TV Portland's new 708-foot, $135,000 tv tower, expected to be complete July 1 when power will be increased from 56 to 100 kw. Flanking the governor are C. Howard Lane (l), station's managing director, and Louis S. Bookwalter, engineering director.

Jamestown†—
WJTN-TV (58), 1/23/53-Unknown
Kingston†—
WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 1/23/53-5/15/54 (granted STA April 21)
New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*
New York Municipal Bcstg. System (31) 5/12/54-Unknown
Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) NBC; Hollingbery; 210,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 210,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 303,400
► WTRI (35) CBS; Headley-Reed; 79,506
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 340,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 340,000
Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 137,500

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 22,500
WLOS-TV (13) Venard; 12/9/53-Aug. '54
Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 42,000
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 398,591
Durham†—
WTIK-TV (11) Headley-Reed; 1/21/54-9/1/54
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WNSC-TV (48) 4/7/54-Summer '54
Goldsboro†—
WTVX (34), 9/30/53-Unknown
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 222,741
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 53,100
Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 57,840
Wilmington†—
► WMFD-TV (6) NBC; Weed
WTHT (3) 2/17/54-Aug. '54
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 202,954
► WTOB-TV (26) ABC, DuM; H-R; 51,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 20,190
Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 56,199
Ashtabula†—
► WICA-TV (15) 20,000
Cincinnati—
*WCET (*48) 12/2/53-May '54*
► WCPO-TV (9) ABC, DuM; Branham; 450,000
► WKRC-TV (12) CBS; Katz; 450,000
► WLWT (5) NBC; WLW Sls.; 450,000
WQXN-TV (54) Forjoe; 5/14/53-October '54
Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,030,000
► WNBK (3) NBC; NBC Spot Sls; 873,131
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, CBS, DuM; Katz; 373,495

Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) NBC; WLW Sls; 310,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 12/4/52-Spring '54
► WLOK-TV (73) NBC; H-R; 57,234

Mansfield†—
Fergum Theatres Inc. (36) Initial Decision 5/5/54

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 280,080

Youngstown—
► WFMJ-TV (73) NBC; Headley-Reed; 115,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 117,777
WUTV (21) Petry; 9/25/52-Unknown

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 31,250

OKLAHOMA

Ada†—
KTEN (10), 12/16/53-6/1/54 (granted STA April 6)

Ardmore†—
John F. Easley (12) 5/12/54-Unknown

Enid†—
KGEO-TV (5) ABC; Pearson; 12/16/53-6/15/54

Lawton†—
► KSWO-TV (7) DuM; Everett-McKinney; 46,400

Miami†—
KMIV (58), 4/22/53-Unknown

Muskogee†—
KTVX (8) 4/7/54-Unknown

Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, NBC; H-R; 106,344
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 263,667
*KETA (*13) 12/2/53-Unknown*

Tulsa—
► KCEB (23) NBC, DuM; Bolling; 65,000
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) NBC; Hollingbery

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair

Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 172,571
Oregon Tv Inc. (12), Initial Decision 11/10/53

Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown

Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 67,516

Chambersburg†—
► WCHA-TV (46) CBS, DuM; Forjoe; 15,500

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 75,410

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
► WSEE (35) CBS; Avery-Knodel
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/1/54
► WHP-TV (55) CBS; Bolling; 118,150
► WTPA (71) NBC; Headley-Reed; 118,150

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 757,183

Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 295,847
WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
► WLBR-TV (15) Pearson; 146,575

New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 139,578

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,609,667
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23), 10/21/53-Unknown
WIP-TV (29), 11/26/52-Unknown
► WPTZ (3) NBC; Free & Peters; 1,767,042

Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls. 963,820
► WENS (16) ABC, CBS; Petry; 307,149
► WKJF-TV (53) CBS, NBC, DuM; Weed; 300,000
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 54,206
► WHUM-TV (61) CBS; H-R; 175,000

Scranton—
► WARM-TV (16) ABC; Hollingbery; 150,000
► WGBI-TV (22) CBS; Blair; 155,000
► WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 155,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 165,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54

York—
► WNOW-TV (49) DuM; Hollingbery; 72,000
► WSBA-TV (43) ABC; Young; 76,100

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,109,060
► WNET (16) CBS; Raymer
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 43,750

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 74,044
WUSN-TV (2) NBC; 3/25/54-9/1/54

Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 47,000
► WIS-TV (10) NBC; Free & Peters; 97,465
► WNOK-TV (67) CBS, DuM; Raymer; 46,000

Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54

Greenville—
► WFBC-TV (4) NBC; Weed; 287,266
► WGVL (23) ABC, DuM; H-R; 75,300

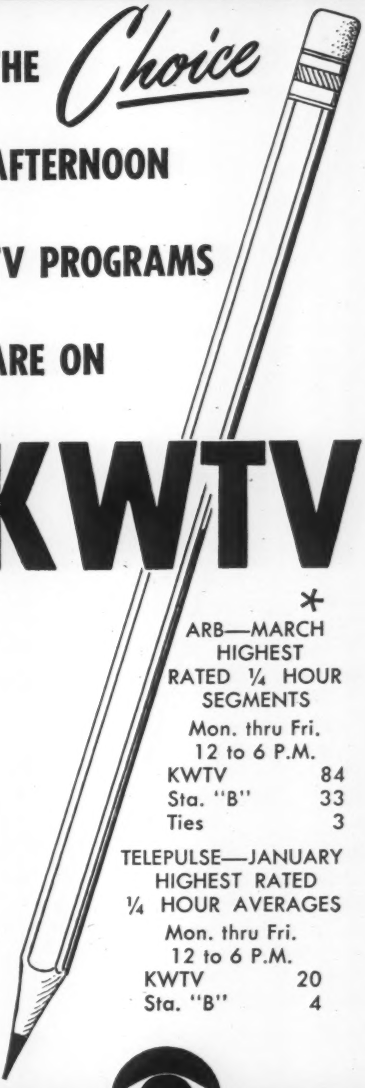
Greenwood†—
WCRS-TV (21) 4/8/53-Unknown

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Sept. '54
WSCV (17) 7/30/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

ARB and TELEPULSE*

figure it this way!



THE *Choice*

AFTERNOON

TV PROGRAMS

ARE ON

KWTV

*

ARB—MARCH
HIGHEST
RATED ¼ HOUR
SEGMENTS
Mon. thru Fri.
12 to 6 P.M.

KWTV	84
Sta. "B"	33
Ties	3

TELEPULSE—JANUARY
HIGHEST RATED
¼ HOUR AVERAGES
Mon. thru Fri.
12 to 6 P.M.

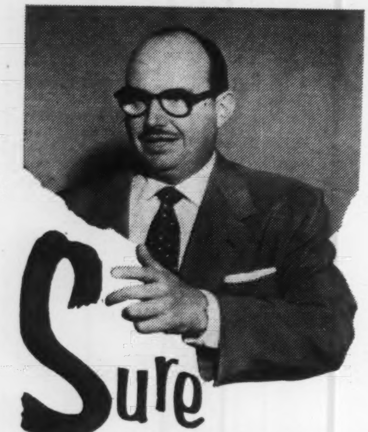
KWTV	20
Sta. "B"	4

CBS

KWTV-9

Affiliated Management KOMA-CBS
Represented by Avery-Knodel, Inc.

EDGAR T. BELL, Exec. Vice President
FRED L. VANCE, Sales Manager



Sure AS MY NAME'S JOE FLOYD

• I'll keep you busy stocking shelves!

We're sales closers by nature . . . Nord and Sheeley and every last man and woman on my staff at KELO (radio and TV) Sioux Falls. We'll sell the daylights out of your product in husky sections of four states (count 'em—South Dakota, Minnesota, Iowa, Nebraska). And our signal doesn't fade out even there. KELO's forceful merchandising will set a pattern that'll give you a format for bigger sales in every other market you wish to milk. Want that kind of sales fire? Let KELO ignite it for you.

WINNER of Billboard's TV Merchandising Award

KELO TV and Radio

Channel 11 – Sioux Falls, S. D.

JOE FLOYD, President

NBC (TV) PRIMARY

ABC • CBS • DUMONT

NBC (Radio) Affiliate

Prepared by CLIFFORD GILL AGENCY

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
► KELO-TV (11) ABC, NBC; Raymer; 60,538

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham
Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Aug. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 68,998
► WTSK (26) CBS, DuM; Pearson; 60,500
Memphis—
► WHBQ-TV (13) CBS; Blair; 276,342
► WMCT (5) ABC, NBC, DuM; Branham; 280,250
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 188,460
► WSM-TV (4) NBC, DuM; Petry; 188,460
Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-6/27/54

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 30,316
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 49,028
► KGNC-TV (4) NBC, DuM; Katz; 49,028
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 70,072
Beaumont†—
► KBMT (31)
KTRM-TV (6) Initial Decision 7/22/53
Corpus Christi†—
KVDO (22) 1/6/53-6/15/54
KTLG (43) 12/9/53-Unknown
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 375,721
► WFAA-TV (8) ABC, NBC, DuM; Petry; 337,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 51,483
► KTSM-TV (9) NBC; Hollingbery; 40,290
KELP-TV (13) Forjoe; 3/18/54-Sept. '54
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 372,500
Galveston—
► KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 276,000
Harlingen†—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 33,400
Houston—
► KNUZ-TV (39) DuM; Forjoe; 68,144
► KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 303,500
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
KTLJ (13), 2/23/54-Unknown
Longview†—
► KTVE (32) Forjoe; 20,560
Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 53,804
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 53,804
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
KTRE-TV (9) Venard; 3/11/53-Fall '54
Marshall†—
KMSL (16) 6/25/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 31,950
San Angelo—
► KTXL-TV (8) CBS; Venard; 28,035
San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 191,189
► WOAI-TV (4) NBC; Petry; 191,189
KCOR Inc. (41) 5/12/54-Unknown
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 73,935
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 66,832
Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-9/1/54
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC; Pearson; 28,000
Weslaco†—
► KRGV-TV (5) NBC; Raymer
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 63,800
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KDYL-TV (4) NBC; Blair; 161,325
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 161,325
KUTV (2) ABC; Hollingbery; 3/26/53-8/1/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-Summer '54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Hollingbery; 18,114
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 97,300
Harrisonburg†—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 80,182
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440
Newport News—
WACH-TV (33) See footnote (d)
Norfolk—
► WTAR-TV (4) ABC, CBS, DuM; Petry; 316,400
► WTOV-TV (27) ABC, DuM; Forjoe; 102,000
► WVEC-TV (15) See Hampton
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 445,984
Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 247,544

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 65,806
Seattle—
► KING-TV (5) ABC; Blair; 351,100
► KOMO-TV (4) NBC; Hollingbery; 351,100
*KUOW-TV (*9) 12/23/53-September '54*
Seattle Construction Co. (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 56,539
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 67,529
Louis Wasmer (2) 3/18/54-Sept. '54
Tacoma—
► KMO-TV (13) Branham; 345,300
► KTNT-TV (11) CBS, DuM; Weed; 345,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 22,073

WEST VIRGINIA

Beckley†—
WBEY (21), 6/25/53-Unknown
Charleston†—
► WKNA-TV (49) ABC, DuM; Weed; 36,100
WCHS-TV (8) CBS; Branham; 2/11/54-7/15/54
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 33,785
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 382,352
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 24,850
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) NBC; Hollingbery; 451,500

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-8/1/54
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 41,500
► WMTV (33) ABC, DuM; Meeker; 44,800
Marinette†—
WMBV-TV (11) NBC; George Clark; 11/18/53-August '54
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 308,750
► WOKY-TV (19) ABC, DuM; Gill-Perna; 287,500
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 668,263
Neenah†—
► WNAM-TV (42) George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 48,700
Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54
Wisconsin Valley Tv Corp. (7) Initial Decision 4/9/54

WYOMING

Casper†—
KSPR-TV (2) 5/14/53-Unknown
Cheyenne†—
► KFBC-TV (5) CBS, NBC; Hollingbery

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 7,000
► KTVA (11) NBC, DuM; Feltis
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 53,000
► KONA (11) DuM; NBC; NBC Spot Sls.; 53,000
► KULA-TV (4) ABC; Headley-Reed

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 10,000

CANADA

London†—
► CFPL-TV (10) CBS; 35,000
Montreal—
► CBFT (2) 143,005
► CBMT (6) 143,005
Ottawa—
► CBOT (4) 10,100
St. John, N. B.—
► CHSJ-TV (4) CBS
Sudbury†—
► CKSO-TV (5) ABC, CBS, NBC; All-Canada; 6,728
Toronto—
► CBLT (9) 222,500
Vancouver—
► CBUT (2) CBS

MEXICO

Juarez† (El Paso, Tex.)—
XEJ-TV (5) National Time Sales; 5/17/54
Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 379; total cities with stations on air: 249. Both totals include XETV (TV) Tijuana, Mexico as well as educational outlets that are operating. Total sets in use 29,871,255.

*** Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 298,375 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WTAC-TV Flint, Mich.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WIFE (TV) Dayton, Ohio, and WACH-TV Newport News, Va., have suspended regular operation, but have not turned in CP's.

(e) WBKZ (TV) Battle Creek, Mich., told FCC it has suspended regular operations until June 1.

UPCOMING

MAY

May 17-18: Chicago *Tribune* Advertising & Distribution Forum, WGN studios.
May 17-20: Electronics Parts Show, Conrad Hilton Hotel, Chicago.
May 18-21: RTNDA tv news seminar, Orrington Hotel, Evanston, Ill.
May 19-21: Senate Communications Subcommittee holds open hearings on status and development of ultra high frequency channels and consideration of Johnson multiple-ownership bill. Room G-16, Senate Office Bldg., 9 a.m. Washington.
May 19-21: House Interstate & Foreign Commerce Committee, hearing on HR 1227, Bryson bill to bar alcoholic beverage advertising in interstate commerce. Room 1334, New House Office Bldg. 10 a.m. Open.
May 21-22: Educational Tv Conference, Illinois Institute of Technology, Chicago.
May 23: Mutual affiliates meeting, Palmer House, Chicago.
May 23-27: NARTB Convention, Palmer House, Chicago.
May 24: Daytime Broadcasters Assn., membership meeting, Palmer House, Chicago.

JUNE

June 1: National Assn. of Tv & Radio Farm Directors, national sales clinic, Sheraton Hotel, Chicago.
June 3-4: National Assn. of Tv & Radio Farm Directors, summer meeting, Hotel Fontenelle, Omaha, Neb.
June 4: Mike & Screen Awards, Radio-Newsreel-Tv Working Press Assn. of New York, Waldorf-Astoria.
June 13-15: Assn. of Independent Metropolitan Stations, Wentworth-by-the-Sea, Portsmouth, N. H.
June 13-16: American Marketing Assn., Ambassador Hotel, Atlantic City.
June 14-16: National Community Tv Assn., Hotel Park Sheraton, New York.
June 16-18: Summer Institute, U. of Michigan law school, study on official control vs. self-regulation of tv, radio, motion pictures and publishing.

SPECIAL LISTING

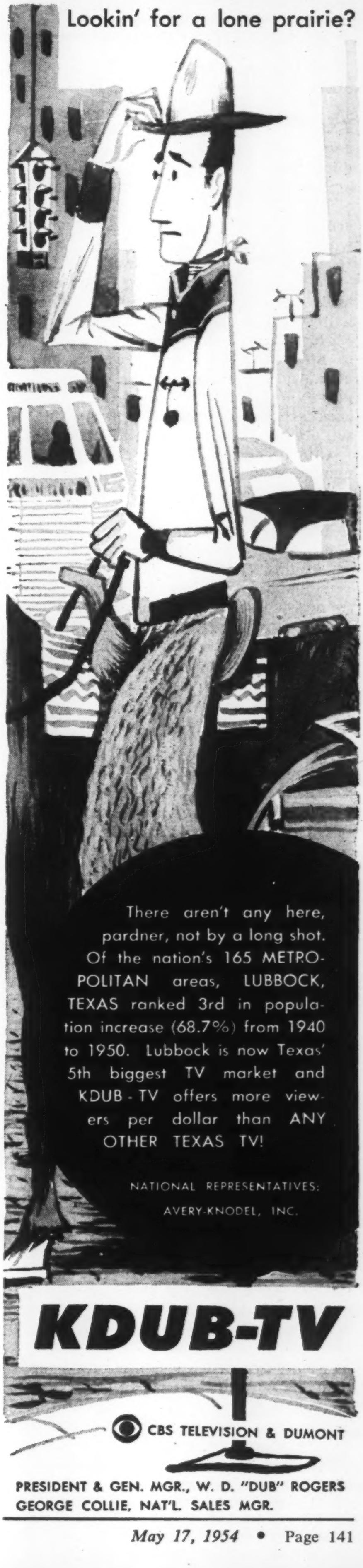
BMI Program Clinics

June 7: Winnipeg, Man.
June 9: Regina, Sask.
June 11: Edmonton, Alta.
June 14: Amherst, N. B.; Butte, Mont.
June 16: Boston; (city unnamed) Idaho
June 18: Portland, Me.; Salt Lake City
June 21: Colorado Springs, Colo.
June 23: Huron, S. D.
June 25: (city unnamed) Indiana

BAB Clinics

June 7: Louisville, Ky.
June 8: Atlanta, Ga.
June 10: Birmingham, Ala.
June 11: Memphis, Tenn.
June 14: New Orleans, La.
June 15: San Antonio, Tex.
June 17: Dallas, Tex.
June 18: Tulsa, Okla.
June 21: Omaha, Neb.
June 22: Des Moines, Iowa.
June 24: Minneapolis, Minn.
June 25: Dakotas.
(Other BAB clinics scheduled through Aug. 31)

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y.
ELDORADO 5-0405


Lookin' for a lone prairie?

There aren't any here, pardner, not by a long shot. Of the nation's 165 METROPOLITAN areas, LUBBOCK, TEXAS ranked 3rd in population increase (68.7%) from 1940 to 1950. Lubbock is now Texas' 5th biggest TV market and KDUB-TV offers more viewers per dollar than ANY OTHER TEXAS TV!

NATIONAL REPRESENTATIVES:
AVERY-KNODEL, INC.

KDUB-TV
CBS TELEVISION & DUMONT

PRESIDENT & GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

—editorials—

'Big Ed's' Constructive Turnabout

AS IF to keep his legislative books balanced, up pops Sen. Edwin C. (Big Ed) Johnson of Colorado with another bill involving communications. He proposes to encourage manufacturers to produce uhf receivers, all-band receivers and uhf components by amending the revenue laws to eliminate the present 10% excise tax.

This bill is constructive. We didn't think his bill of a fortnight ago to ban newspaper ownership of radio and television stations willy nilly was. But it has been that way with Sen. Ed for years. He mixes his pitches pretty well.

We happen to think that Congress should eliminate the excise taxes on all broadcast receivers. They constitute a part of our living standard and should not be in the ultra-luxury category.

Nevertheless, anything that will give manufacturers an incentive to manufacture all-band receivers and give uhf a lift is to be commended. Hidden in the proposed Johnson Bill is a built-in provision for uhf color receivers too. By eliminating the 10% excise, the buyer would be given a $100 savings on a $1,000 color set, provided it can receive the uhf band.

Uhf broadcasters have complained about being let down by manufacturers. The manufacturers are disposed to key their output to demand. They contend there hasn't been the consumer demand expected, and that a uhf set costs more to produce.

There has been some pressure to get the FCC to "force" manufacturers to turn out all-band tv sets. The FCC isn't empowered to do this. It does approve transmitter equipment types. And presumably it could get into the tv receiver picture to the extent of suppressing spurious radiations from regenerative receivers, which then become miniature transmitters.

It is to be hoped that manufacturers and broadcasters too will get behind the proposed Johnson amendment. It will stimulate uhf set sales, notably in color, in what is today an uneasy market.

Networks, Affiliates, Spot and Chicago

MORE SIGNIFICANT to the business of broadcasting than the main event may be a series of tentatively planned side meetings at the NARTB convention in Chicago which could determine future relationships of networks and affiliates in both radio and tv.

Persistent attempts toward invasion by the networks of the spot-selling field, heretofore the exclusive domain of the individual station, have precipitated this situation. While the current crisis is in radio, television broadcasters sense one too. This doubtless was one of the reasons for the quiet but determined move to create the Television Advertising Bureau, a unit which will be formalized, probably with the cooperation of NARTB, at the Chicago sessions.

By whatever name they may be called, the various network short-time, short-term selling plans are viewed by most affiliates as impinging upon the spot area. The networks, with some validity, argue that the resistance of advertisers to old network radio programming patterns, plus the increased costs of operation, have made their business less remunerative. They contend that, to provide service, they must offer greater inducements and more attractive packages. Hence the various plans for smaller segments and shorter terms.

There can be no networks without affiliates. And, even with more and more non-network program packages available, the network is still a most desirable entity, providing spontaneous coverage of major events, plus programs around which adjacencies are sold.

But, just as the pattern in selling has changed for the networks, so has it changed for the affiliates. For several years network return for most stations has declined, what with two average 10% rate reductions, and with less overall business sold network-wise. So stations have bolstered their national spot and local business to maintain, and, in some cases even increase, their revenue. It has taken ingenuity in programming and in selling to achieve this. The evolution of syndicated programming has been a great boon, with many old-line network names now being sold on a recorded rather than a network-live basis. Networks, as a consequence, have met greater resistance in getting time clearances from some affiliates.

Operation of radio without networks as we know them is hard to comprehend. But if broadcasters are to accept realistically the expressions of the network chieftains, it is time to contemplate that almost unthinkable eventuality. If the networks cannot earn a profit under standards that heretofore have served them and their affiliates well, it is common sense to explore new vistas.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Doesn't that beat film? That's a LIVE television show."

Does invasion of the spot field provide the only answer? Carried to the extreme, this could only mean that independently owned affiliated stations would become less and less independent. Eventually they would degenerate into boiler-plate appendages of their mother networks. They would lose local identity and character. And they would lose revenue—at network compensation rates.

Rather than wait for what the networks regard as an inexorable trend toward the point of no return (in profits), affiliates are talking up the Chicago sessions as the time and the place to face up to the problem. There should be explored with the networks the oft-made suggestion that the old-line methods be revised and that some variation of the press association formula be projected. That means the sale of programming service, at a fixed fee, just as the press associations sell their news and their features, but do not sell advertisers.

In the ultimate, this could mean full-scale projection of the co-op programming which has been in vogue for some years on two networks. It would assure the networks of a profit, because their charges would be fixed to become compensatory. It would be up to the stations, locally, and through their national representatives, to sell the program to advertisers. It might entail establishment of a cooperatively maintained time clearing house.

This isn't a project that can be accomplished overnight. There may be better solutions. But certainly the Chicago sessions provide the ready environment for explorations of the whole vexatious problem. The painful lessons learned during the past few years of readjustment should prove this one can't be wished away.

*Educational Television: One Year Later

ON MAY 25 the first non-commercial educational television station—KUHT (TV) Houston (ch. *8) observes its first anniversary. It was well-endowed and took the air with great pedagogic fanfare. Based on FCC allocations reservations, 249 others could follow in its ethereal wake.

Facts about KUHT's first year of operation are hard to come by. But the comments of the station's general manager, Dr. John C. Schwarzwalder, as published by the Ford Foundation-endowed National Citizens Committee for Educational Television, on the station's status as it approaches its first anniversary are revealing. Says Dr. Schwarzwalder:

> **The staff agrees that providing a program service for only 40 hours per week is an uneconomical use of more than $300,000 worth of equipment. Expanded programming to include Saturday and Sunday is imperative. Yet with our present staff this is simply impossible. Furthermore, the U. of Houston, while supporting the station in its present state, has numerous demands from other departments for funds for additional activities. Hence, any major extension of programming at this time will require outside financial help.**
>
> **In summary, the KUHT staff is fully aware that much remains to be done in terms of additional service to the community and especially in extension to more people of the best of what it has already done. We are facing this challenge with great eagerness.**

This forthright diagnosis and prognosis will give other educational tv aspirants pause. Can the job be done more effectively and without staggering costs by using time over existing commercial stations which have the established audiences? Are not visual aids in the classrooms, with their greater flexibility, more effective and infinitely less expensive? How can the expenses entailed for full-time tv operations be justified to the taxpayer? Just asking.

NOW ON THE AIR

KGLO-TV

MASON CITY — IOWA

VHF CHANNEL 3

NOW SERVING

THE GOLDEN TRIANGLE AREA

100,000 WATTS ERP

CBS-DUMONT

Represented By
WEED Television

LEE STATIONS

NATIONAL SALES OFFICES
WCU BUILDING, QUINCY, ILLINOIS
KGLO - TV - AM FM
WTAD - AM FM - KHQA - TV